

## MPS-Loria Financial Planners, LLC

February 23, 2024

### FORM CRS

MPS-Loria Financial Planners LLC is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide investment advisory services. Brokerage and investment advisory services and fees differ, and it is important for you, our client, to understand the differences. Additionally, free, and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

#### **What investment services and advice can you provide me?**

We offer the following investment advisory services to retail investors: financial planning, pension consulting, portfolio management recommendation & services. **We do not offer traditional brokerage services.**

#### **Account Monitoring**

If you open an investment advisory account with our firm, as part of our standard service we will monitor firm approved investments, managers, and strategies on a quarterly basis.

#### **Investment Authority**

Investment advisory accounts are managed both on a *discretionary* and *non-discretionary* basis. Discretion grants the firm the authority to *decide* which investments to buy or sell for your account. We have discretion to select, retain or replace third-party managers to manage your advisory accounts. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing.

We also offer *non-discretionary* investment management services. We will provide advice; however, *you will ultimately decide* which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

#### **Account Minimums and Requirements**

In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively.

#### **Investment Offerings**

The following investments are offered through our investment advisory accounts: equities, certificates of deposit, mutual fund shares, money market funds and ETFs.

Detailed information regarding our advisory services can be found in our Form ADV Part 2A Items 4, 7, 13 and 16 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/122866>.

#### **Key Questions to Ask Your Financial Professional**

- **Given my financial situation, should I choose an investment advisory service, a broker dealer service or both types of services? Why or Why Not?**
- **How will you choose investments to recommend to me?**
- **What is your relevant experience, including your licenses, education, and other qualifications?**
- **What do these qualifications mean?**

#### **What fees will I pay?**

**You will be subject to the following fees and costs when engaging with our firm for investment advisory services:**

- **Asset Based Fees** payable quarterly in arrears. These fees are asset-based and are charged as a percentage based upon the value of your account;
- **Hourly Fees** payable in arrears and invoiced directly;
- **Other Advisory fees include an annual fee to utilize the E-Money system and advisory fees charged by third-party money managers, which are separate and apart from our fees;**
- **Transaction and processing fees and expenses** specific to various transactions and/or execution of securities within your advisory account. This would include SEC fees, ticket charges, retirement account custodian charges, paper statements/confirmations, wire transfers, and annual inactivity fees;
- **Product-level fees** for the specific securities within an advisory account including mutual funds or other products sold by

prospectus. For specific information regarding these fees please refer to the prospectus.

For detailed information with regards to our advisory services and fees, refer to our Form ADV Part 2A by clicking this link <https://adviserinfo.sec.gov/firm/brochure/122866>.

*You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.*

#### **Key Questions to Ask Your Financial Professional**

- **Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?**

*What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?*

**When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates conflicts of interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means:**

- **Advisory Accounts;** subject to an advisory based fee, the more assets in an account the more the investor will pay in advisory fees. Therefore, the firm may have an incentive to encourage investors to increase the assets in his or her account.
- **Third-Party Payments as Insurance Agents;** Persons providing investment advice on behalf of our firm are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products. Insurance commissions are separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend insurance products to you which will result in generating more commission.

*For further information related to our conflicts of interest for our advisory services refer to our Form ADV Part 2A by clicking this link <https://adviserinfo.sec.gov/firm/brochure/122866>.*

#### **Key Questions to Ask Your Financial Professional**

- **How might your conflicts of interest affect me, and how will you address them?**

#### **How do your financial professionals make money?**

The financial professional servicing your account(s) is compensated based on salary, bonuses, asset-based fees and/or fixed fees. The determining factors for the level of compensation are the amount of client assets they service, the time and complexity required to meet client needs or revenue the firm earns from the financial professional's advisory services or recommendations. Firm conflicts are described within this document.

#### **Do you or your financial professionals have legal or disciplinary history?**

Yes. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm or our financial professionals.

#### **Key Questions to Ask Your Financial Professional**

- **As a financial professional, do you have any disciplinary history? For what type of conduct?**
- **Who is my primary contact person?**
- **Is he or she a representative of an investment adviser or a broker-dealer?**
- **Who can I talk to if I have concerns about how this person is treating me?**

*You can find additional information about your investment advisory and request a copy of the relationship summary at 630-887-4404 or email us at [info@mpslloria.com](mailto:info@mpslloria.com) or you can find a copy of the relationship summary on our website.*