

**ADVISORY INVESTOR SERVICES LLC****FORM CRS**

This form provides a summary of the business practices and services provided by ADVISORY INVESTOR SERVICES, LLC ("AIS"). Should you have any questions about the contents of this form please do not hesitate to contact us at +1 (786) 462-6044. The information herein has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. The registration as an investment adviser does not imply a certain level of skill or training. Additional information about AIS, is also available on the Securities and Exchange Commission's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

**ITEM 1. INTRODUCTION**

AIS is an investment adviser registered with the Securities and Exchange Commission (SEC) which provides discretionary and non-discretionary investment management services to institutional and individual investors. AIS is an independent investment advisory firm founded in 2014. Firm's main objective is to provide personalized, unbiased and transparent financial advisory services to their clients (both high net worth individuals and institutions). As an investment advisor, Firm's principal business is to provide fee-based investment advisory services. It is important for the retail investor to know that the fees paid to are different from the fees associated with their bank or broker-dealer. Firm will provide investment advisory services and portfolio management services and will not provide securities custodial or other administrative services. At no time will Firm accept or maintain custody of a client's funds or securities.

*There are available free and simple tools you may utilize to inform yourself further and research our firm and/or our financial advisors. You may do so at [Investor.gov/CRS](http://Investor.gov/CRS), which also provides educational material about broker-dealers, investment advisers and investing. We encourage you to use these tools before you make an investment decision.*

**ITEM 2. RELATIONSHIPS AND SERVICES**

**Q: "What investment services and advice can you provide me?"**

At AIS, we evaluate your investment profile as well as your current investments and determine whether these complement each other. Once this evaluation takes place, we provide the appropriate suggestions and changes we may deem necessary. As a financial advisory firm, we have the capability to oversee all your investments with our firm and the readiness to provide the proper blueprint for an appropriate asset allocation and prevent an overlap of investments. As a standard practice we monitor your investments on a periodic basis. We offer our clients discretionary as well as non-discretionary types of accounts. Discretionary accounts provide AIS the authority to make investment decisions on behalf of the client. Non-discretionary accounts, on the other hand, leave the ultimate decision regarding the purchase or sale of investments solely on the client. Firm's household cumulative minimum is \$1,000,000.00. However, based on facts and circumstances, the Firm may, at its sole discretion, accept accounts/relationships with a lower value. The firm will also provide the service of consulting for either a flat fee or a fee based on assets under consulting, for those families that want to be engaged on activities such as consolidated reporting, investment education, operational and administrative support services for Estate planning structures, provided by a 3rd party, among others. Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 5, and 6 via the following link: <https://adviserinfo.sec.gov/firm/brochure/173134>.

*As a retail investor, you may ask us the following questions to start a conversation about relationships and services: "Given my financial situation, should I choose an investment advisory service? Why or why not?" "How will you choose investment to recommend to me?" "What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?"*

**ITEM 3. FEES, COSTS, CONFLICTS AND STANDARD OF CONDUCT**

**Q: What fees will I pay?**

AIS offers advisory services for an advisory fee that is set in and governed by the Agreements (as defined below). Fees, generally, are paid on a quarterly basis, in advance, based on the market value of the Account before deducting fees and expenses as of the last business day of each quarter; however, certain custodians may only charge fees in arrears, such as Morgan Stanley. The calculation of the advisory fee varies according to custodian and products, including but not limited to direct investments, Private Equities, Venture Capital, and alternative investments in general. For detailed information, refer to our Form ADV Part 2A, Items 5 and 6 via the following link: <https://adviserinfo.sec.gov/firm/brochure/173134>

*As a retail investor, you may ask a financial professional the following questions to start a conversation about the impact of fees and costs to your investments: "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?"*

The fees charged to each client are a function of the type and size of the client's portfolio. These fees range from 1.25% to 2.5% per annum calculated as of the last day of the calendar quarter in which such month falls, payable in arrears or in advance (depending on the Custodian) at an annual rate of the market value of the Account before deducting fees and expenses during the calendar quarter. Investment Management Fees will be paid promptly in arrears/advance as of the last day of each calendar quarter. These fees may be negotiated.

The percentage fee schedule is based on the net asset value of the portfolio, with a minimum annual fee of 2.5% for clients with over \$250,000 in AUMs to 1.25% for clients with over \$10,000,000 in AUMs. Asset management fees will automatically be deducted from the client's account



on a quarterly basis by the custodian, except for those accounts with a Performance Fee Agreement. All fees paid to the Firm for investment advisory services are separate and distinct from the expenses charged by mutual funds to their shareholders and the product sponsor in the case of variable insurance products, or Structured Products. These fees and expenses are described in each fund's or variable product's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the sponsor also imposes sales charges, a client may pay an initial or deferred sale or surrender charge. A client could invest in these products directly, without the services of the Firm. In that case, the client would not receive the services provided by the Firm which are designed, among other things, to assist the client in determining which products or services are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the product sponsor and the fees charged by the Firm to fully understand the total fees to be paid. Alternatively, Client's may pay a fixed fee, as negotiated with AIS.

**Consulting Fees** – Consulting Fees are charged at either a flat fee or a fee based on assets under consulting; consulting fees can be negotiated at the sole discretion of AIS.

**Performance Fees** – AIS charges no performance fees. If you have a net worth greater than \$2,200,000, you may qualify, and elect to pay, a fee based on the capital gains in your account(s), known as a "Performance Fee". Ask us about the requirements, terms, and conditions applicable to Performance- based advisory fees. Performance fees may range from 5% to 20% of gains depending on each specific arrangement and they may be subject to a "hurdle rate" or minimum gain by the client. The specific details for each agreement are discussed and approved with each client, included calculation formula, threshold, benchmarks, rates, etc. Performance Fees are only available to Qualified Clients / Accredited Investors.

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

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

*Third-Party Payments:* Compensation we receive from third parties when we recommend or sell certain investments. *Revenue Sharing:* Investments where the manager or sponsor of those investments or another third party (such as an intermediary) share with us revenue it earns on those investments. *Performance Fees:* Clients that are paying a performance-based fee should be aware that investment advisors have an incentive to invest in riskier investments when paid a performance- based fee due to the higher risk/higher reward attributes. Please note that none of the above examples are currently applicable to AIS. We will notify you in case these conflicts ever arise.

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

To address and mitigate potential conflicts of interests, AIS has developed written policies and a Code of Ethics. We will notify you in case additional conflicts ever arise. Refer to our Form ADV Part 2A via the following link: <https://adviserinfo.sec.gov/firm/brochure/173134> to help you understand what conflicts exist.

**Q. How do your financial professionals make money?**

AIS's compensation for investment professionals is based on individual arrangements with each employee. Our Advisors may receive a fixed salary, a variable compensation based on their assets under management and the advisory fees charged to our clients or a combination of both.

#### **ITEM 4. DISCIPLINARY HISTORY**

**Q. Do your financial professionals have legal or disciplinary history?**

No. AIS is not aware of any legal or disciplinary events that would be material to clients' or prospective clients' evaluation of AIS or the integrity of our personnel. Please visit [investor.gov/CRS](http://investor.gov/CRS) for a free and simple search tool to research you and your financial professionals.

***As a retail investor, you may ask a financial professional the following question to start a conversation:***

***As a financial professional, do you have any disciplinary history? For what type of conduct?***

#### **ITEM 5. ADDITIONAL INFORMATION**

You can find additional information about your investment advisory services and request a copy of the relationship summary by contacting us at +1 (786) 462-6044. or at [aiscompliance@advisoryinvestorservices.com](mailto:aiscompliance@advisoryinvestorservices.com). You can also find additional information about on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

***As a retail investor, you may ask a financial professional the following question to start a conversation about contacts and complaints:***  
***"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?"***