

**Advisory Alpha, LLC**  
**Client Relationship Summary, April 30, 2024**

<b>Introduction</b>	Advisory Alpha, LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.
<b>What investment services and advice can you provide me?</b>	<p>We and our financial professionals offer you investment advisory and financial planning services. We generally limit investment advice to exchange traded funds and mutual funds. However, we may use other securities, (e.g. closed-end mutual funds, structured products, or variable annuities) to help diversify a portfolio. Some of our financial professionals are dually licensed with non-affiliated broker-dealer firms so they will be able to offer you additional products and services, such as buying and selling securities or variable insurance products for a commission. We monitor your investments through regularly scheduled rebalancing and investment allocation updates on portfolio models you hold in your accounts; rebalancing may occur on a weekly, quarterly, or annual basis. Your financial professional will also work with you to monitor your accounts through account reviews at least annually, but often more frequently depending on your specific situation. We accept discretionary authority to manage the investments held in your account. Our investment offerings and services include model portfolios, variable annuity services, and financial planning. We offer the same suite of services to all of our clients. However, your specific financial goals and their implementation are used in conjunction with gathered investment objective information to construct your plan and help select a portfolio that matches your restrictions, needs, and targets. You may impose restrictions on investing in certain securities or types of securities in accordance with your values, beliefs, or preferences but should be aware this may limit us from buying or selling certain securities when it may be advantageous to you. We do not require a minimum balance to open an account with us, however some of our investment offerings do require a minimum initial investment amount.</p> <p><b>Additional Information:</b> You can find additional information and details on our Investment Authority and Investment Offerings in our Firm ADV Part 2A brochure under Item 4, pages 2 – 4, and detailed in your Client Investment Services Agreement.</p> <p><b>Ask your financial professional -</b></p> <ol style="list-style-type: none"> <li><i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i></li> <li><i>How will you choose investments to recommend to me?</i></li> <li><i>What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?</i></li> </ol>
<b>What fees will I pay?</b>	<p>Advisory fees are typically based on a percentage of your advisory assets under management but can also be charged as a fixed amount, on either a hourly basis or flat schedule basis, covering investment management and/or financial planning services. This means that the more assets you have in your accounts managed by us the more you will pay in fees, which means we may therefore have an incentive to encourage you to increase the assets in your accounts managed by us.</p> <p>You are responsible for the payment of all third-party fees (e.g. custodian fees, mutual fund fees, transaction fees, etc.). Insurance products, such as annuities, also have associated fees and expenses. ETFs and mutual funds typically charge their shareholders various transactions and operating expense costs associated with the establishment and operation of the funds. These fees will generally include a management fee, shareholder servicing, other fund expenses, and sometimes a distribution fee.</p> <p><b>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.</b></p>

	<p><b>Additional Information:</b> If you are charged in arrears, we will bill your account for the portion of time that we managed your account and no refund of fee will be necessary. If you are billed in advance and you terminate before the end of a billing period or service arrangement, any unearned fees will be returned to you in accordance with the terms of your advisory agreement. You can find additional information and details on our fees and costs in our Firm ADV Part 2A brochure under Item 5, pages 9 – 11, and in your Client Investment Services Agreement.</p> <p><b>Ask your financial professional -</b>  <i>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?</i></p>
<p><b>What are your legal obligations to me when acting as my investment adviser?</b>  <b>How else does your firm make money and what conflicts of interest do you have?</b></p>	<p><u>When we act as your investment adviser</u>, 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 some conflicts with your interests. You should understand and ask us about these conflicts because they affect the investment advice we provide you. Here are some examples to help you understand what this means:</p> <p>Some of our financial professionals may accept compensation for the sale of securities or other investment products or tax services, including:</p> <ul style="list-style-type: none"> <li>• asset-based sales charges,</li> <li>• service fees from the sale of mutual funds, and</li> <li>• commissions associated with insurance-based products.</li> </ul> <p>This outside compensation is independent of the products and services offered through our firm, will be disclosed to you separately and will be paid through other unaffiliated financial services firms (e.g. a broker dealer, a life insurance company, or an insurance marketing organization). In addition, with the selection of TD Ameritrade as the broker-custodian for some client accounts we receive price discounts for TD Ameritrade’s portfolio rebalancing services for advisors known as “iRebal”.</p> <p><b>Ask your financial professional -</b>  <i>How might your conflicts of interest affect me, and how will you address them?</i></p> <p><b>Additional Information:</b> You can find additional information and details on our fees and costs in our Firm ADV Part 2A brochure under Item 5, pages 9 – 10; Item 10, page 20; Item 12, page 23; and in your financial professional’s ADV Part 2B.</p>
<p><b>How do your financial professionals make money?</b></p>	<p>Our firm’s financial professionals are compensated based on factors such as the amount of client assets that they service and time and complexity required to meet a client’s needs. If they are dually licensed with an outside broker-dealer or insurance agency they will also be compensated based on factors like the product sold, product sales commissions, or revenue the outside firm earns from the financial professional’s recommendations.</p>
<p><b>Do you or your financial professionals have legal or disciplinary history?</b></p>	<p><b>Yes.</b> Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.</p> <p><b>Ask your financial professional -</b>  <i>As a financial professional, do you have any disciplinary history? For what type of conduct?</i></p>
<p><b>Additional Information</b></p>	<p><b>For additional information about our services please visit our website, <a href="http://www.advisoryalpha.com">www.advisoryalpha.com</a>. If you would like additional, up-to-date information or a copy of this disclosure, please call (866) 530-1400.</b></p> <p><b>Ask your financial professional -</b>  <i>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?</i></p>