

**Client Relationship Summary**  
**June 2024**

**Introduction**

NerdWallet Advisory LLC (“our” or “we”) is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. 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 provide personalized financial planning services to clients via a monthly or annual subscription plan (“Membership Fee”). The financial planning services are designed to help you assess your financial situation by looking at your budgeting, debt management, saving, retirement, insurance, and short and long-term financial goals. Financial planning services are provided through consultations with our investment adviser representatives that generally are also licensed as a Certified Financial Planner™ (“Advisor”). Our financial planning services are based on information provided by you and the goals you determine in consultation with an Advisor.

Our financial planning services do not include ongoing monitoring of your financial circumstances or goals, or particular investments or accounts. Our financial planning services are provided at a particular “point in time” in response to your specific questions and requests. The Advisor will not periodically review or update prior advice unless they are expressly requested to do so by you at a future date. It is solely your responsibility to seek updated financial planning services from us and to provide any changes to their investment profile or financial goals that you want the Advisor to consider in providing updated advice. We do not offer tax, legal, or accounting advice, manage your assets on a discretionary basis, and do not recommend specific securities or investments. We are not responsible for taking any action based on the financial planning strategies or advice that the Advisor provides to you. It is your responsibility to decide if and how the financial planning strategies or advice provided by the Advisor should be implemented or otherwise followed.

There is no minimum amount of assets required to establish a relationship with us. In order for you to receive services, you are required to complete a questionnaire to provide your financial goals and other financial information and have an initial mandatory call with an Advisor. You must also acknowledge our Terms of Service and pay the applicable Membership Fee. You are required to acknowledge your willingness to conduct a relationship with us on an electronic basis and to receive all documentation relating to the financial planning services electronically.

In addition, we offer a financial planning tool provided by a company called Ontrail, Inc. (dba Uprise), which utilizes software to prepare a financial plan. If you select this service, you will be required to complete a questionnaire about your financial goals and financial information. You will also pay a subscription fee directly to Ontrail, Inc. and you must agree to Ontrail’s Terms of Service. i

**For additional information, please refer to Items 4, 7, and 13 of our Form ADV Part 2A at the following link: [https://adviserinfo.sec.gov/firm/brochure/ \[CRD#325767\]](https://adviserinfo.sec.gov/firm/brochure/CRD#325767).**

*Ask your financial professional—*

- ❖ *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- ❖ *What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

### What fees will I pay?

The services provided under this Agreement are subject to a fixed monthly, quarterly, bi-annual, or annual subscription fee paid in advance, which may be up to \$1,100 annually but is subject to the fee schedule set forth on the Site (the "Membership Fee"). To enroll in the services, you are required to have an active credit card linked to your account to pay the Membership Fee. We reserve the right to change our fees, including by increasing the amount of the Membership Fee or changing the basis on which we charge advisory fees on thirty (30) days' prior written notice to you.

The Membership Fee that you pay to us for financial planning services is separate and distinct from the fees and expenses you will pay when you implement our advice by opening accounts or investing. For example, you generally will pay investment advisory fees if you open an account with an investment adviser to manage your assets. You would also pay transaction charges and other brokerage fees when purchasing or selling securities through a broker-dealer and will be subject to the fees and expenses charged by any investment products (e.g., mutual funds, exchange traded funds, and variable annuities) in which you may separately invest.

If you utilize the financial plan service provided by Ontrail, Inc., you will pay a monthly subscription fee between \$11 to \$20 per month directly to Ontrail.

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.

**For additional information, please refer to Item 5 of our Form ADV Part 2A at the following link: [https://adviserinfo.sec.gov/firm/brochure/\[CRD#325767\]](https://adviserinfo.sec.gov/firm/brochure/[CRD#325767]).**

#### **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 some conflicts with your 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:

We are paid based on the Membership Fees we receive. We do not manage assets and therefore do not earn asset-based fees. However, other conflicts of interest may arise from other business activities we engage in and relationships we have with our affiliates. For example, Advisors may refer you to content or marketplaces related to different financial products and services that are hosted by our parent company, NerdWallet, Inc. ("NWI") or its affiliates. NWI and its affiliates may earn referral fees, lead generation fees, advertising revenue, or other compensation if you transact on their websites, but no direct fee or other compensation will be paid to us or the Advisors in connection with such referrals. NWI also markets our services to its users on the NWI website, which seek to generate additional clients for our financial planning services.

We may also refer Clients to unaffiliated third-party service providers ("Third-Party Providers"). Services provided by Third-Party Providers are distinct from those provided by us and you would contract directly with the Third-Party Providers to obtain any services from them. In instances where NWI or its affiliates maintain a business relationship with a Third-Party Provider, such relationship will be disclosed.

#### **Ask your financial professional—**

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

**For additional information, please refer to Items 4, 5 and 10 of our Form ADV Part 2A at the following link: [https://adviserinfo.sec.gov/firm/brochure/\[CRD#325767\]](https://adviserinfo.sec.gov/firm/brochure/[CRD#325767]).**

### How do your financial professionals make money?

Advisors are our salaried employees or contractors and they do not receive any additional compensation outside of a salary, hourly fee, and/or discretionary bonus paid by us. Advisors who are salaried employees may participate in NWI's benefit plans that include 401(k) retirement savings and employee stock purchase plans; they may also receive restricted stock units of NWI stock.

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

No.

**For a free, simple search tool to research us and our financial professionals please visit [Investor.gov/CRS](https://investor.gov/CRS).**

***Ask your financial professional—***

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

**Additional Information**

For additional information about our advisory services, please refer to our Form ADV Part 2A brochure available at [https://adviserinfo.sec.gov/firm/ brochure / \[CRD#325767\]](https://adviserinfo.sec.gov/firm/brochure/[CRD#325767]), and the individual Form ADV Part 2B brochure supplement(s) that your Advisor provides. If you have any questions, need up-to-date information and/or need a copy of this Client Relationship Summary, please contact us at [mdoemeny@nerdwalletadvisors.com](mailto:mdoemeny@nerdwalletadvisors.com).

***Ask your financial professional—***

- ❖ *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?*