

**SGL Investment Advisors**  
**Form CRS – Customer Relationship Summary**  
**August 23, 2024**

**Introduction**

SGL Investment Advisors (“SGLIA”) is an investment advisory firm registered with the Securities and Exchange Commission (“SEC”). Brokerage and investment advisory fees are different, and it is important for you to understand the distinction between the two services.

Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS), which also provides educational materials about investment advisors, and investing.

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

We offer discretionary advisory services to retail investors through our clearing relationship with Schwab Advisors Services. Discretionary means you authorize us in writing to make investment decisions on your behalf. We do not manage accounts on a non-discretionary basis. SGLIA sponsors a wrap program for its' clients. SGLIA offers two products under our wrap program: SGL Managed Portfolios and Institutional Intelligent Portfolios. Each product is managed on a discretionary basis. The services for our wrap program include but may not be limited to are:

- An evaluation of your portfolio, investment strategy and risk tolerance
- Education on Investing and SGLIA investment methodology
- Ongoing monitoring of your investment results and account performance
- Quarterly reporting on performance and market commentary

Services are provided on an ongoing basis or until either party notifies the other of termination. Accounts held with SGLIA have minimums starting at \$5,000 and up to \$200,000. *Details of this relationship are fully outlined in our Investment Advisory Agreement and SGLIA's ADV Part 2 which is available on our website*  
<https://www.sglongfinancial.com/form-crs>

Conversation Starter: Ask your financial professional...

- Given my financial situation, should I choose an investment advisory service? 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?**

Investment advisory services are charged an advisory fee as a percentage of total assets. This fee structure may cause an inherent conflict of interest because the more assets in a retail investor's advisory account, the more a retail investor will pay in fees. The firm therefore has an incentive to encourage you to increase assets in your account. Annual fees are calculated quarterly and deducted from your account automatically. Annual fees cover internal trading costs, portfolio management and the financial representative's compensation.

There can be other fees that are charged by the custodian and are direct expenses to the customer. These may include but are not limited to transfer, wire fees and other administrative fees. A more detailed list of additional fees can be found at <https://www.sglongfinancial.com/form-crs> and clicking on “Charles Schwab Pricing Guide.”

You will pay fees and costs whether you make money 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 more information, please visit <https://www.sglongfinancial.com/form-crs> and review Item 5 of S.G. Long & Company's ADV.

Conversation Starter: 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 advisor? How else does your firm make money and what conflicts of interest do you have?**

**When we act as your investment advisor**, 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 of interest. 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.

- Our corporation is 100% employee owned. This ownership creates a conflict in that when the corporation makes money, the employees stock value increases.
- SGLIA pays Schwab on a per transaction basis with the exception of equity trades (equity, ETFs and options transactions no longer incur a cost when trading through Schwab Advisor Center). This fee structure creates a conflict of interest as the firm may have an incentive to trade less, resulting in lower costs for SGLIA.

Conversation Starter: 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?**

Our firm's financial professionals are compensated by earning a percentage of the advisory fees earned by the firm. The percentage earned by the financial professional is determined by type of product, type of client and size of the client's assets held under our management.

- This fee structure causes an inherent conflict of interest because the more assets in a retail investor's advisory account, the more a retail investor will pay in fees.

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

Yes, SGLIA does have an investment advisor representative with a reportable disclosure. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research our financial professionals and us. SGL Investment Advisors does not have any disciplinary history to disclose.

Conversation Starter: 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 services please contact your financial advisor, or review our website at [www.sglongfinancialservices.com](http://www.sglongfinancialservices.com) or contact us directly at (406)721-0999 to request up-to-date information and request a copy of the relationship summary.

Conversation Starter: Ask your financial professional...

- Who is my primary contact person? Is he or she a representative of your broker-dealer, investment advisor, or both? Who can I talk to if I have concerns about how this person is treating me?