

## **INTRODUCTION**

Signature Estate & Investment Advisors, LLC (“SEIA” or the “Firm”) is registered with the Securities and Exchange Commission (“SEC”) as an investment advisor. Brokerage and investment advisory services and fees differ. It is important for the retail investor to understand these 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 advisors, and investing.

## **What Investment Services and Advice Can You Provide Me?**

SEIA offers investment advisory services to retail investors, which include discretionary investment management, non-discretionary investment management, investment consulting, retirement plan consulting and financial planning. SEIA provides advisory services to individuals, trusts, estates, pension and profit-sharing plans, charitable organizations, corporations and other businesses. When providing investment advisory services, we are held to a fiduciary standard that covers our investment advisory relationship with you. As fiduciaries, investment advisors are required to act in the best interest of their clients and not place their own interests ahead of yours.

Discretionary and non-discretionary management accounts are monitored on a continuous basis. Investment consulting accounts are monitored on a quarterly basis. Retirement plan consulting can be a one-time engagement, no ongoing monitoring, or an ongoing engagement, with continuous monitoring. Financial planning is a one-time engagement, no ongoing monitoring, but can be delivered ongoing as part of discretionary or non-discretionary investment management. As part of investment management, you will sign an Investment Policy Statement (IPS) to designate the risk model and either discretionary or non-discretionary trading authority. The advice provided by SEIA is limited to the security types and terms detailed in the IPS for each model. You may change the IPS model or trading authority on the account at any time by contacting us to execute a new IPS. For our discretionary services, SEIA will buy and sell securities, either absolutely or subject to certain restrictions, without asking you in advance. This authority is granted and governed by the terms of the IPS. For our non-discretionary services SEIA will provide investment recommendations however, you make the ultimate decision regarding the purchase and/or sale of investments. SEIA will only implement the recommendations if approved. For additional information visit [seia.com](https://seia.com) or see SEIA’s Form ADV Part 2A brochure Items 4, 7 and 13, which can be found at <https://adviserinfo.sec.gov/firm/summary/108163>.

## ***Conversation Starters***

“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?**

Fees for ongoing investment management are calculated as an annualized percentage of assets under management including cash balances, accrued interest and dividends and are payable quarterly in arrears. Households with an active non-discretionary account are subject to a billing minimum of \$875 per quarter subject to the terms in “Billing Minimum Fees” in SEIA’s ADV Part 2 Item 5 “Fees and Compensation.” Fees for one-time Financial Planning (Modular and Comprehensive) will be quoted as a single fixed fee. Fees for on-going financial planning can either be computed as an annualized percentage of client investment management assets or quoted as a fixed fee that will be charged each year.

Fees for Investment Consulting are computed at an hourly rate. Fees for Retirement Plan Consulting are calculated as either (I) a percentage of the market value of includable Plan assets, (II) a flat dollar amount or (III) an hourly rate. All fees are negotiable based on complexity, the services you receive and the amount of assets in your account. For ongoing services where you pay a quarterly recurring fee based on the total value of your advisory account, the more assets there are in your advisory account, the more you will pay in fees, and the Firm may therefore have an incentive to encourage you to increase the assets in your account. The amount paid to the Firm and your financial professional does not vary based on the type of investments we select on your behalf or recommend to you. Except for in select cases of financial planning retainers, fees are not collected in advance for services to be performed.

SEIA’s Advisory fees do not cover all fees that you may incur. Other types of fees will be incurred in connection with SEIA advisory services including but not limited to separate account manager fees, short term redemption fees, redemption fees, short settlement fees, mutual fund expenses and no transaction fee funds. These fees will be paid by you.

You should carefully review the prospectus, offering documents and disclosures for all securities in your portfolio. You should understand the trading costs charged by the custodian and review the custodial statement for a record of all fees incurred in your accounts.

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 details on how fees are calculated, refer to your Engagement Agreement and SEIA ADV Part 2 item 5, which can be found <https://adviserinfo.sec.gov/firm/summary/108163>.

#### ***Conversation Starters***

“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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

Schwab and Fidelity provide us and our clients with access to their institutional brokerage services (trading, custody, reporting, and related services), many of which are not typically available to retail customers. Schwab and Fidelity also make available various support services. Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business. These support services are generally available on an unsolicited basis (we don't have to request them) and at no charge to us. The availability of these services from custodians benefits us because we do not have to produce or purchase them. These services are not contingent upon us committing any specific amount of business in trading commissions or assets in custody. This creates an incentive for us to require that you maintain your account with Schwab and Fidelity, based on our interest in receiving these services rather than based on your interest in receiving the best custody services. This is a conflict of interest. We believe, however, that our selection of Schwab and Fidelity as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of all services offered by Schwab & Fidelity and not only the services that benefit only us. We do not engage in principal trading, proprietary products, or arrangements for soft dollar credits. For more information see ADV Part 2 item 12 “Brokerage Practices.”, which can be found at <https://adviserinfo.sec.gov/firm/summary/108163>.

#### ***Conversation Starters***

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

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

Our financial professionals can offer various types of investment management or advisory services and can earn more or less if a certain type of service, program or platform is recommended. Financial professionals are compensated based on the fees that are charged which are based on complexity required to meet your needs, the services you receive, asset levels and the revenue the firm earns from the advisor's advisory services. Since our financial professionals are compensated for the services they provide, there is an incentive for them to recommend their SEIA services, this is a conflict of interest.

#### **Do You or Your Financial Professionals Have Legal or Disciplinary History?**

Yes, we have disciplinary events. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

#### ***Conversation Starters***

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

#### **Additional Information**

For additional information about SEIA, our services, and other important information please visit [Investor.gov](http://Investor.gov), [brokercheck.finra.org](http://brokercheck.finra.org) or [seia.com](http://seia.com) and, if applicable, review your account agreement. You can also find additional information in our Form ADV Part 2 Brochure found on [Investor.gov](http://Investor.gov) or [seia.com/disclosures](http://seia.com/disclosures). You can get and request up-to-date information about SEIA, including a current copy of Form CRS, on our website at [seia.com/disclosures](http://seia.com/disclosures), by calling SEIA at 800-723-5115, by emailing [operations@seia.com](mailto:operations@seia.com), or in our office during normal business hours.

#### ***Conversation Starters***

“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?”