



CREWE ADVISORS

## Form CRS Customer Relationship Summary, November 23, 2020

Crewe Advisors LLC (“Crewe”) is registered with the Securities and Exchange Commission (SEC) as an investment advisor. 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](https://www.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 offer investment advisory services to retail investors, including investment management and financial planning services. When we provide you investment management services, we generally allocate your assets on a discretionary basis among mutual funds, exchange-traded funds (ETFs), and individual debt and equity securities. We will monitor your portfolio on at least a quarterly basis. We may also recommend independent investment managers to help manage your account. You may impose restrictions with regard to our management of your assets. Depending upon your risk tolerance and investment objectives, we may also recommend private placements (e.g., limited partnership investments) on a nondiscretionary basis where you make the ultimate decision regarding the purchase and/or sale of the investment. When we provide you financial planning services, our advice may include investment planning, life insurance, tax concerns, retirement planning, college planning, and debit/credit planning. You are free to accept or reject any of our recommendations resulting from such services. We have a minimum portfolio size of \$2 million, per client relationship, which may be waived by us at our discretion.

For additional information, please see our Form ADV Part 2A brochure (Items 4 and 7).

#### **Conversation Starters – Ask Us**

***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?

When we provide you investment management services, we charge you a percentage of the market value of the assets we manage. Our asset-based fee is charged to you in arrears and is based on the average daily balance of your account during the billing period. You will pay fees at the rate of 1.20% on the first \$1 million in assets under management, 1.00% on any assets between \$1 million and \$5 million, and 0.90% on assets above \$5 million. These fees are generally deducted directly from your custodial account. When we provide you financial planning services, we will typically charge you a fixed fee in advance, generally between \$6,000 and \$150,000. Alternatively, we may provide these services at an hourly rate between \$250 and \$750, charged in arrears upon completion. The specific rate we will charge you will depend upon the level and the scope of the services we provide.

All fees are negotiable and a different fee rate may be charged to certain clients based on various criteria. When we charge you an asset-based fee, the more assets there are in your account, the more you will pay in fees. We therefore have an incentive to encourage you to increase the assets in your account.

Please also note that you will incur certain charges imposed by financial institutions and other third parties that are separate from the advisory fee we will charge you. These charges include brokerage commissions, custodial fees, transaction fees, fees charged by independent managers, and charges and fees imposed directly by a mutual fund or ETF in your account. Thus, depending upon the investment, you may be directly and indirectly paying two levels of advisory fees (one layer paid directly to us and one layer paid to a fund or independent manager).

**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 see our Form ADV Part 2A brochure (Items 5.A, B., C., and D).

#### **Conversation Starters – Ask Us**

***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 affect the recommendations we provide you. Here are some examples to help you understand what this means.

- We may recommend that you rollover your retirement plan or other retirement account into an IRA or other account managed by us. Such a recommendation creates a conflict of interest because we will earn new (or increase our current) compensation if you wish to act upon this recommendation.
- We receive certain products and services from the broker-dealer or custodian that has custody of your assets and executes securities transactions in your account. Some of these products and services benefit you while others benefit only us.
- One of our advisory representatives, Ryan Halliday, is a licensed insurance agent and may offer you products and services that pay him a commission or other compensation. As a result, there is a conflict of interest since commissionable products conflict with the fiduciary duties of a registered investment advisor. You are under no obligation to purchase such products or services.
- We sometimes hold seminars, meetings, and conferences for our clients, advisors, and employees from which we may receive sponsorship fees from investment firms and other companies participating at the event.
- One of our Investment Adviser Representatives, Michael Bennett, is the CEO of Crewe Capital, LLC (“Crewe Capital”), a broker-dealer. Crewe Capital may enter into selling agreements with certain private funds that we may recommend to you. Crewe Capital, however, waives any compensation from such funds if they are new investments that we are recommending to you. Michael Bennett may still receive trailing commissions through Crewe Capital for previous private fund recommendations made by us if a selling agreement exists between Crewe Capital and the fund. In any case, although we do not believe the existence of these selling agreements result in a conflict of interest, we will disclose to you whether Crewe Capital has a selling agreement with a private fund prior to recommending that fund to you.

For more information about our conflicts of interest, please see our Form ADV Part 2A brochure (Items 10 and 12).

#### **Conversation Starters – Ask Us**

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

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

The partners/owners of Crewe receive a guaranteed payment/draw based upon the profits of the firm. All other advisory representatives of the firm receive a base salary and, in most cases, a bonus. On occasion, an advisory representative may receive a gift or entertainment, subject to our Code of Ethics. We do not receive any transaction-based compensation, such as brokerage commissions or mutual fund sales charges, with the exception of commissions from insurance products and services, discussed above.

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

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

#### **Conversation Starters – Ask Us**

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

Additional information about our firm can be found at <https://creweadvisors.com/> and <https://adviserinfo.sec.gov/>. If you would like additional, up-to-date information or a copy of this disclosure, please call 385-355-2700.

#### **Conversation Starters – Ask Us**

***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?***