

Client Relationship Summary
AdviceOne Advisory Services, LLC (CRD# 111614)

Introduction

Our firm, AdviceOne Advisory Services, LLC, is registered as an investment advisor with the U.S. Securities and Exchange Commission. 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, which also provides educational materials about broker-dealers, investment advisors, and investing.

Relationships and Services

What investment services and advice can you provide me?

Services: We offer advisory services to retail investors, which generally include a broad range of comprehensive financial planning and consulting services in connection with discretionary management of investment portfolios.

We provide financial planning and investment advisory services by conducting a series of meetings together, which will result in improving your overall financial preparedness. The meetings will include a retirement plan spreadsheet matched to your particular income and spending needs and an asset allocation matched to your particular risk tolerance. In these meetings, we will strive to educate you with respect to overall estate planning, retirement planning, insurance planning, income tax planning and investment planning. We will review your financial information and recommend specific investments and asset allocations to satisfy your financial goals and objectives.

Accounts, Investments, and Monitoring: Our retail investor accounts include individual, joint, retirement, trust and estate accounts. We provide advice on all of your assets, even those that are not invested with us. As part of our services, we monitor portfolios and investments in accounts managed by us on a regular and continuous basis. We primarily use open-ended mutual funds in constructing portfolios. We do not make available or offer advice only with respect to proprietary products or a limited menu of products or types of investments.

Investment Authority: We provide our services on a continuous and discretionary basis. This discretion is granted to us in writing. We manage your account and make investment decisions without consultation with you that would involve determinations regarding which securities are bought and sold, the total amount of securities to be bought or sold, and the price per share at which securities transactions are effected. Our discretionary authority in making investment decisions for your account will be limited by conditions imposed by you in your investment guidelines, objective, or instructions otherwise provided to us. Our engagement will continue until you notify us otherwise in writing.

Account Minimums & Other Requirements: We require a minimum balance of \$25,000 to open an account. This amount may be waived or reduced at our sole discretion.

Additional Information: For more detailed information on our relationships and services, please see Item 4 – Advisory Services, Item 13 – Review of Accounts and Item 7 – Types of Clients of our Form ADV Part 2A available via our firm’s [Investment Adviser Public Disclosure Page](#).

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?*

Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Asset-Based Fees: Our asset-based fees for investment advisory accounts may range up to a maximum annual fee of 2.00%, based upon several factors, including the level of assets to be managed, the complexity of the services to be provided, and the overall relationship with us. This fee is collected on a quarterly basis and calculated as a percentage of the value of the cash and investments in your account[s] that we manage. Asset-based fees of course in and of themselves present a conflict of interest since the more assets there are in your advisory account, the more you will pay in fees, and therefore we may have an incentive to encourage you to increase the assets in your account.

Fixed Fees: Our fixed annual fees for financial planning are determined according to the complexity of the plan as well as the extent of service you desire, and can range up to \$20,000 per year, although the vast majority of our clients are well below that maximum. Your actual fee will be given upon contracting with you.

Other Fees & Costs: In addition to our advisory fee, you will be responsible for charges imposed by third parties

for investments held in the accounts such as custody fees, account administrative fees, and fees and expenses related to mutual funds.

Additional Information: 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 more detailed information on our fees, please see Item 5 – Fees and Compensation of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).

Conversation Starters: *Help me understand how these fees and costs might affect my investments. If I give you \$600,000 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 interests 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 is an example to help you understand what this means.

We will recommend that you open your account at either TD Ameritrade or NFS, with which we have an institutional relationship, or with a brokerage firm offering their platform within your employer's 401K with whom we do not have an institutional relationship. The institutional relationships provide benefits to us such as access to trading desks, research and technology platforms that may assist us in managing and administering your accounts. As part of our fiduciary duties to you, we endeavor at all times to put your interests first. However, the receipt of benefits by us in and of itself creates a potential conflict of interest and may influence our recommendation of these custodians over ones where we do not have an institutional relationship providing such benefits.

Additional Information: For more detailed information, please see Item 10 – Financial Industry Activities and Affiliations, Item 12 – Brokerage Practices and Item 14 – Client Referrals and Other Compensation of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).

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 are compensated based on an agreed-upon annual salary, as well as an amount based on the revenue generated from the accounts they service directly. Therefore, a natural conflict of interest exists since our financial professionals have an incentive to increase the asset size and number of accounts they service.

Disciplinary History

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

No. You can visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

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

Additional Information

You can find additional information about our investment advisory services by viewing our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#) or by visiting <http://www.adviceonretirement.com/>. You can request up to date information and a copy of our client relationship summary by contacting us at mgrossman@adviceonellc.com or (860) 659-4900.

Conversation Starters: *Who is my primary contact person? Is he or she a representative of an investment advisor? Who can I talk to if I have concerns about how this person is treating me?*