

# ADVISER INVESTMENTS, LLC

## FORM CRS

MARCH 30, 2022

### Introduction

Adviser Investments, LLC (“Adviser Investments”) is an investment adviser registered with the U.S. Securities & Exchange Commission. Investment advisory and brokerage services differ, and it’s important that retail investors understand the difference. We do not offer brokerage services. 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. The gray boxes below contain questions you may want to ask us.

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

Our primary advisory services are discretionary investment advice and financial planning. We are held to a fiduciary standard of conduct and professionalism when providing investment management and financial planning services to our clients.

#### Discretionary Investment Advice

Discretionary investment advice means we determine what investments to buy and sell in your account and carry out trading decisions without prior consultation with you. You may limit our discretionary authority by providing specific instructions on which securities or categories of investments not to purchase. Such restrictions are subject to our consent. Different teams within the firm monitor client accounts at various intervals throughout each quarter. We do not recommend proprietary investment products to our clients. Otherwise, we consider a wide variety of investments for our clients, including mutual funds and exchange-traded funds of varying investment mandates, individual equities and government and corporate bonds. Levels of diversification and frequency of trading activity depend on the strategy(ies) employed for each client. Our minimum relationship size is \$350,000 per household relationship, but we reserve the right to accept relationships below this threshold. Clients referred to the firm through solicitor arrangements are subject to lower minimums or no minimum as arranged between us and each solicitor.

#### Financial Planning

Financial planning services are available to investment management clients upon request. After the recommended financial plan is agreed upon, monitoring and implementation (in accounts where we cannot exercise discretion) are typically done through follow-up discussions. Important limitations that clients should note are: (1) You are responsible for providing us with complete information about your financial circumstances and goals, and (2) We can only implement planning decisions in accounts assigned to our management. Recommended actions in held-away accounts are your responsibility.

#### Other Services

In addition to our portfolio management and financial planning services, we also offer family office services, and, through a wholly owned subsidiary, tax-filing services. These services are subject to separate fees based on the scope and complexity of the services provided.

**For additional information on our services, please see Item 4 of our ADV Part 2A, as well as Item 7 describing our standard types of clients.**

**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?

For discretionary portfolio management services, our advisory fee is assessed on a quarterly basis based on a percentage of the average-daily balance of the managed account value during the quarter, in accordance with the fee rate agreed to with the client(s). Our current fee rates are found in **Item 5.A of our ADV 2A**. We reserve the right to negotiate fees with individual clients at our discretion.

You should note that the larger an advisory account, the higher the fees; therefore, our firm and its representatives have an incentive to encourage clients to increase assets in their account or assign additional accounts to our management.

*You will pay fees and costs whether you earn money or lose money on your investments. Fees and costs will reduce the amount of money you make on your investments (and there is no guarantee your investments will make money) over time. Please make sure you understand the fees and costs you are paying.*

We do not charge fees for financial planning services if a client has an investment advisory relationship with us.

In addition to our investment advisory fees, clients pay various other fees, such as commissions on trades in individual equities, ETFs and bonds; front-end or back-end sales charges on purchases and sales of mutual funds; 12b-1 fees assessed by mutual funds; custodial fees; prime brokerage fees; taxes and regulatory fees. Not all fees listed will apply in every instance. Please review **Item 5.C of our Form ADV 2A** for additional information.

**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 as My Investment Adviser? How Else Does Your Firm Make Money? 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:*

- Since our fee is calculated based on the amount of money you have assigned to our management, we have an interest in recommending that you add money to the accounts we manage for you
- The custodians we recommend our clients use typically provide access to additional resources, rebates on third-party products and services, and client-referral programs based on the assets that our clients have in accounts at the custodian. Please see **Items 12 and 14 of our ADV 2A** for more information on our arrangements with our recommended custodians
- Four of our employees edit investment-related newsletters that contain investment recommendations. These newsletters are not published nor promoted by Adviser Investments. The recommendations in these newsletters have no bearing on the advice provided to our clients, nor are clients required to subscribe. Please see **Item 10 of our ADV 2A** for more information on their relationship to the newsletters and the effect that recommendations made in their newsletters may have on our advisory clients

### **How We Make Money**

Our revenue only comes from managing client accounts and sub-advising accounts from unrelated investment advisers, and from fees earned from our family office practice and our affiliate's tax-return-preparation services. We do not receive any compensation from the purchase or sale of any securities, nor receive 12b-1 fees from any mutual funds.

**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 with a salary, discretionary bonus and, for Portfolio Executives and Account Executives, a percentage of the advisory fee collected from the client. These individuals have an interest in recommending mutual fund and equity portfolios rather than individual bond portfolios, as the former portfolios have a higher standard fee rate.

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

No for our firm. Yes for our financial professionals.

Retail investors should visit **Investor.gov/CRS** for a free and simple search tool to research firms and financial professionals.

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

## **Additional Information**

For additional information, visit **www.adviserinvestments.com**. You can access a current copy of this form at **www.adviserinvestments.com/CRS** or call (800) 492-6868 to obtain up-to-date information and a free copy of this form or **our Form ADV 2A**, which contains additional information about our firm, services and business practices.

## **Other Questions to Ask Your Financial Professional**

**Who is my primary contact person?**

**Is my contact person a representative of the firm?**

**Who can I talk to if I have concerns about how this person is treating me?**