

## TRUADVICE, LLC Relationship Summary

### **Introduction**

TRUADVICE, LLC is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for retail investors to understand the differences. 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 broker-dealers, investment advisers, and investing.

### **Relationships and Services**

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

We offer investment advisory services to retail investors.

Our asset management services involve providing the client with continuous and ongoing supervision of his or her accounts. We manage each account based on the client's financial situation, investment objectives, and risk tolerance. Clients may impose reasonable restrictions on our ability to invest in certain securities or types of securities within your account. We actively monitor the account and provide advice on the buying, selling, reinvesting, and holding of securities, cash, or other investments in the account. We will formally review your account at least annually. As part of our asset management services, we may recommend to the client or exercise discretion to use a sub-adviser to manage the account or a portion of the account. Our asset management services are provided on a discretionary basis, which means that we have the authority to place trades in a client's account without the client's prior approval. We require our clients to place their assets with Charles Schwab, Fidelity or TD Ameritrade; if the client does not wish to place their assets with Charles Schwab, Fidelity or TD Ameritrade, we cannot manage his or her account.

Our financial planning and consulting services involve evaluating a client's financial situation, goals, and risk tolerance, and developing a financial plan or consulting advice that is tailored to the client's situation. Financial plans are reviewed and updated as agreed with the client. The client always makes the ultimate decision when engaging us for these services and is responsible to monitor their investments. We do not require a minimum account size for our services.

#### ***Additional Information:***

*You can find more detailed information about the services we offer in Items 4 and 7 of our Firm Brochure.*

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

1. "Given my financial situation, should I choose an investment advisory service? Why or why not?"
2. "How will you choose investments to recommend to me?"
3. "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?***

Our fee for our asset management services is based on a percentage of assets in the client's account. Our maximum annual management fee is 2.99%; this amount is negotiable. We bill our asset management fee quarterly in advance. Our asset management fee does not include the sub-adviser's management fee, brokerage commissions, transaction fees, or other related costs and expenses. You may incur charges imposed by custodians, brokers, or other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, fees charged by other third parties, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees. All of these charges and fees are exclusive of, and in addition to, our fee.

We provide our financial planning and consulting services on a fixed or hourly fee basis. Our fixed fees range up to \$10,000, depending on the nature and complexity of the client's individual circumstances and the number of topics covered by the service. Our hourly fee will not exceed \$400 per hour, with a minimum of 2 hours per engagement. Fees for financial planning services are invoiced directly to the client either monthly or quarterly, and are typically payable to us within thirty (30) days of invoicing, unless otherwise agreed in writing. In other instances, clients may be required to pay up to 100% of the agreed upon fixed fees at the inception of the relationship, with any balance paid at the conclusion of the engagement.

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**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. You can find more detailed information about our fees and costs in Item 5 of our Firm Brochure.*

**Conversation Starter:**

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

- a) Some of our associates may be independent insurance agents, and they may recommend insurance products to our clients; this pays them a commission that is separate from our fees described above. This gives those associates a financial incentive to recommend and sell insurance products to our clients.
- b) Because our asset management services are based on the assets in the client’s account, the more assets there are in the client’s account, the more we will earn in fees. This gives us an incentive to encourage clients to increase the assets in their accounts.

**Additional Information:**

*You can find more detailed information about our conflicts of interest in Items 10 and 11 of our Firm Brochure.*

**Conversation Starter:**

“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 for asset management services based on the fees charged to client accounts. For financial planning services, our financial professionals receive a portion of the fees paid to the firm by the client. This method of compensation creates an incentive for our financial professionals to encourage asset management clients to increase the assets in their accounts, and to encourage clients to utilize our financial planning services.*

**Additional Information:**

*You can find more detailed information about our conflicts of interest in Items 10 and 11 of our Firm Brochure.*

**Disciplinary History**

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

Yes.

**Additional Information:**

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

**Conversation Starter:**

“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 and request a copy of our relationship summary using one of the following methods:***

Website: [www.truadvicellc.com](http://www.truadvicellc.com)

Address: 5290 Station Way, Sarasota, FL 34233

Email: [chris.sleight@truadvicellc.com](mailto:chris.sleight@truadvicellc.com)

Telephone: (941) 413-5390

**Conversation Starter:**

“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?”