



**Item 1 – Introduction: Is an investment advisory account right for you?**

Secured Retirement Advisors, LLC is registered with the Securities and Exchange Commission as an investment adviser. Please be aware that brokerage and investment advisory services and fees differ and that 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](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

**Item 2 – What investment services and advice can you provide me?**

We offer investment advisory services to retail investors. Our principal services include financial planning, pension consulting and portfolio management services. As part of our standard portfolio management services we provide continuous and regular supervisory and/or management services with respect to your account(s). As part of our portfolio management services, we may recommend that you use a third party investment adviser. Our portfolio management services are offered on a *discretionary or non-discretionary basis*. *Discretionary* authorization allows us to determine the specific securities, and the amount of securities, to be purchased or sold for your account without your approval prior to each transaction. Non-discretionary portfolio management means that we will obtain your approval prior to the execution of transactions. We do not limit our advice to proprietary products, or a limited menu of products or types of investments. In general, we require a minimum of \$250,000 to establish a relationship with us. At our discretion, we reserve the right to waive this minimum. We do not monitor the investments made as a result of a financial plan unless you have hired us for portfolio management services.

**For additional information, please refer to Items 4, 7, & 13 of our Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/brochure/144239>.**

**Conversation Starters. Ask your financial professional—**

- ❖ ***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?***

**Item 3 – What fees will I pay?**

We are primarily compensated by a percentage of assets under our management, hourly fees and fixed fees. Our fees vary depending on the services you receive. Portfolio management fees are based upon a percentage of your assets under our management. This fee is billed and payable monthly, in arrears, based on the daily average balance of the account. The more assets there are in your advisory account, the more you will pay in fees. Therefore, we have an incentive to encourage you to increase the assets in your account. When we provide standalone financial planning services, we charge an hourly fee or a fixed fee. For pension consulting services we charge fees based on a percentage of assets under management, hourly fees or a fixed fee. Our fees are negotiable depending upon the complexity and scope of the service, your financial situation, and your objectives.

**For additional information regarding our fees, please see Item 5 of our Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/brochure/144239>.**

**Description of Other Fees and Costs:** The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by investment companies (e.g., mutual funds, exchange traded funds, unit investment trusts, etc.). These fees are described in each fund's prospectus. These fees will generally include a management fee and other fund expenses. The broker-dealer or custodian may charge your account for mark-ups and mark-downs, dealer spreads or other costs associated with the purchase or sale of securities, interest, taxes, or other costs, such as national securities exchange fees, charges for transactions not executed through the custodian, costs associated with exchanging currencies, wire transfer fees, or other fees required by law or imposed by third parties. Additional fees imposed by the custodian may also include custodial fees, retirement account fees, trust fees, exchange fees, redemption fees that may be assessed on investment company shares, transfer fees, account termination fees or

other special service fees and charges. We do not share in any portion of these fees imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, you should review all the fees charged by investment companies, broker-dealers/custodians, our firm, and others.

**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 about fees charged by third parties, please refer to Item 5 of Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/brochure/144239>.**

*Conversation Starter. Ask your financial professional—*

- ❖ *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. All investment advisers face conflicts of interest which are inherent in the business. Our primary source of compensation is through asset based fees. Therefore, we are incentivized to acquire new clients and to increase assets under management. We engage in other business activities, such as insurance sales; and, we have relationships with third party service providers, including other financial institutions such as TD Ameritrade and Fidelity, which result in inherent conflicts of interest.

*Conversation Starter. Ask your financial professional—*

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

**Please refer to our Form ADV Part 2A for further information on our conflicts of interest and how we address them at the following link: <https://adviserinfo.sec.gov/firm/brochure/144239>.**

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

Our financial professionals receive salary based compensation and/or compensation based on a percentage of advisory fees collected from clients they service. Additionally, financial professionals who have an ownership interest in our firm share in the profits generated by our firm. Our financial professionals are also insurance agents. This creates a conflict of interest because these persons will receive additional commission-based compensation in connection with the sale of insurance products. You are not required to purchase insurance from our financial professionals.

#### **Item 4 – Do you or your financial professionals have legal or disciplinary history?**

No, our firm and financial professionals do not have reportable legal and/or disciplinary history.

**For a free, simple search tool to research us and our financial professionals please visit [Investor.gov/CRS](https://Investor.gov/CRS).**

*Conversation Starter. Ask your financial professional—*

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

#### **Item 5 – Additional Information**

For additional information about our advisory services, please refer to our Form ADV Part 2A brochure available at <https://adviserinfo.sec.gov/firm/brochure/144239> and the individual Form ADV Part 2B brochure supplement(s) your representative provides. If you have any questions, need up-to-date information and/or need a copy of this Client Relationship Summary, please contact our Chief Compliance Officer, Joe Lucey at (952) 460-3260 or [jlucey@securedretirements.com](mailto:jlucey@securedretirements.com).

*Conversation Starters. Ask your financial professional—*

- ❖ *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?*