

# Customer Relationship Summary

## LaSalle St. Investment Advisors, LLC

June 30, 2020

This Summary relates to you, our customer and your relationship with our firm, LaSalle St. Investment Advisors, LLC (“LSIA”), a registered investment advisor with the SEC. **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 [www.Investor.gov/CRS](http://www.Investor.gov/CRS), which also provides educational materials about broker dealers, investment advisors, and investing.**

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

LSIA provides the following services to retail investors: investment advice, financial planning, asset allocation, participation in wrap fee and other third party platforms. Accounts may be non-discretionary (all recommendations pursuant to financial advice are approved by the investor before execution of any trade) or discretionary (pursuant to your grant of authority we make trades without the need for your authorization of each trade.) In a non-discretionary account, you make the ultimate decision regarding the purchase or sale of investments. In the case of discretionary accounts, our authority is limited to buying and selling securities for your account in concert with your investment strategy or in the discretion of a third party manager. LSIA also offers retail clients participation in one or more wrap fee programs and refers clients to various third party managers and subadvisors. The third party managers we make available to you will invest your account on a discretionary basis using mutual funds, exchange traded funds (“ETF”) and other securities. LSIA provides monitoring as part of its standard services. You must meet certain investment minimums to open an advisory account.

**For additional information**, please see our Form ADV Part 2A Items 4 & 7, on our website at [www.LaSalleSt.com](http://www.LaSalleSt.com) for more specific information and discussion regarding our advisory services.

**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?”*

### **What Fees will I Pay?**

The annual fee for investment services is usually assessed as a percentage of assets under management (“AUM”). The fee is usually charged monthly in advance. Please see your advisory fee agreement for the payment frequency applicable to your account. LSIA may also charge a fixed fee for its services or in some instances hourly fees. LSIA also offers participation in various third-party platforms including wrap fee program. Fees associated with wrap fee programs will include most transaction costs and fees and typically are higher than an asset based advisory fee program that does not include such costs. Since fees are often asset-based, the more assets you invest the more you will pay in fees, and therefore, we have an incentive to encourage you to increase your advisory account assets. Other costs incurred by retail investors may include custodian fees, account maintenance fees, fees related to mutual funds and variable annuities and ticket charges from broker dealers. 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 Item 5 and the list of customer fees disclosed on our website at [www.LaSalleSt.com](http://www.LaSalleSt.com).

**Conversation Starters:** *“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 advisor? 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. We use third-party advisors from time to time as well as solicitors. We share revenues from fees you pay with some of these entities. This constitutes a conflict of interest since we may receive compensation not otherwise available from other third-parties. Likewise, when we use our sister company, LaSalle St. Securities, LLC (“LSS”), to execute transactions through the clearing firm National Financial Services (“NFS”), economic benefits are received from LSS and NFS that might not otherwise be available to LSIA. This also is a conflict of interest for the firm.

**For additional information**, please see our ADV Part 2A on our website at [www.LaSalleSt.com](http://www.LaSalleSt.com) for more specific discussion regarding conflicts of interest.

**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 receive a negotiated portion of the fee you pay for our services. The fee you pay usually is based on assets under management, but can in some circumstances be an hourly or fixed rate. Financial professionals may sometimes receive indirect compensation by way of training and sponsorship of events from various third-party vendors. Receipt of compensation creates a conflict of interest for our financial professionals.

**Do you or your financial professional 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:** *“As a financial professional, do you have any disciplinary history? For what type of conduct?”*

**For additional information** about LSIA’s services, or if you wish to discuss investing with LSIA further, please contact us at 630-600-0500, review our website at [www.LaSalleSt.com](http://www.LaSalleSt.com), or email us at [CRSinfo@LaSalleSt.com](mailto:CRSinfo@LaSalleSt.com). If you are interested in the customer relationship summary (“CRS”) of our affiliated broker dealer, LSS, or information about insurance products from our insurance affiliate LaSalle St. Insurance Services, Inc., you can contact us at the same address and number above.

**Conversation Starters:** *“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?”*