

Your Financial Professional (Advisor) is affiliated with Gradient Advisors, LLC to represent the firm as an Investment Advisor Representative. This summary is intended to create a dialogue between you and your Advisor while also providing you important information and resources that you can use to help make more informed decisions about your investment options.

Gradient Advisors, LLC is registered with the Securities and Exchange Commission as a Registered Investment Advisor. As an investor, it is important to understand the differences between services and fees of a broker dealer and an investment advisor. We charge fees for services based on a percentage of assets or a flat fee. This differs when comparing the services and fees that are charged by firms operating as a broker-dealer which typically charge on individual transactions, also referred to as commissions.

[www.investor.gov/CRS](http://www.investor.gov/CRS) offers free and simple tools to research firms and financial professionals. Additionally, it also provides educational materials about broker-dealers, investment advisors, and investing.

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

**Financial Planning Services:** An advisory service where you and your Advisor discuss your financial goals, needs and values. You will receive advice and financial planning analysis, including recommendations that align with your goals and needs. Financial Planning may include but is not limited to: a review of your investment and retirement accounts, asset allocation and repositioning, strategic tax planning, a review of insurance policies, one or more retirement scenarios, estate planning review, and education planning.

**Asset Management Services:** Your Advisor will discuss your investment goals and design with you a strategy to help pursue your goals. Your Advisor will monitor your accounts on a non-discretionary basis - you make the ultimate decision regarding the purchase or sale of investments. Services of third-party vendors and managers may also be used to facilitate management of your investments. Advisors are not limited to proprietary products or a limited menu of products and types of investments. Our firm does not have a minimum account size or investment amount to establish an account or maintain a relationship. However, some third-party vendors and managers do have account minimums.

We help you complete the necessary paperwork of the vendor, provide ongoing services to you, and will provide the vendor with any changes in your status as you provide them to us.

### **Additional Information**

For more information about our services, we recommended reading our [ADV Part 2A](#) Items 4, 10.

#### **Questions you should ask when you meet with a 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?*

## What fees will I pay?

**Asset Based Fees:** Asset based fees are based on a percentage of your account value. For example, a typical annual fee we charge is 1% on the value of assets under service. Asset-based fees reduce the value of your account and will generally be deducted from your account on a monthly, quarterly, or annual basis and paid to our firm. Our fees are negotiable depending on the size and complexity of your account(s), the experience and training of your Advisor, and other business considerations.

Generally, the more assets you have in the advisory account, the more you will pay in total fees. Therefore, we have an incentive to increase the assets in your account. This conflict is mitigated by our fiduciary duty and adherence to our code of ethics. When making recommendations and referring clients to a third-party vendor, your best interest will be the main determining factor.

**Hourly or Fixed Fees:** Fees can be charged under an Hourly Fee or a Fixed Fee agreement for financial planning or consulting services. The hourly rate can range between \$50-\$300 per hour. A Fixed Fee may range from \$500 up to more than \$2,000 for financial planning and consulting. Fees are based on a negotiated rate based on the complexity of the work, geographic market differences and the experience of the advisor.

**Other Fees:** Some Third-Party vendors may charge platform fees and management fees. Depending on the investments, there may be additional fees/expenses which are deducted directly from the investment to cover internal expenses associated with that specific investment. An example of this fee would be the ongoing internal expenses that some mutual funds charge also referred to as "expense ratio". You may also pay a transaction fee when investments are bought and sold in your accounts. You will also pay fees to a broker-dealer or bank that will hold your assets (called "custody").

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.

**Additional Information**

For more information regarding our fees and costs, review [ADV Part 2A Item 5](#).

*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 must 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.

- Typically, the more assets you have in the advisory account, the more you will pay in total fees. Therefore, we have an incentive to see the value of the assets in your account increase.
- Revenue Sharing: Our firm has an arrangement where we share in a portion of the management fee with third-party vendors. This does not change the cost to you, it is a sharing arrangement paid from the vendor's fee. We use the payments in part to support activities related to servicing client accounts, to provide educational programs and technology applications to financial professionals, and to provide ongoing product support for certain investments. This situation creates a conflict of interest because we have an incentive to select a vendor who would pay us a larger percentage of the fee.
- Our Firm may also provide qualifying rewards such as trips and reimbursement for marketing and sales events depending on the Advisor's total assets under management. This method of compensation creates a conflict of interest to place more assets with us.

When referring clients to a vendor and making recommendations, your best interest will be the main determining factor.

**Additional Information**

For more information about our conflicts of interest, we recommend reading our [ADV Part 2A, Item 10](#).

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

Your Advisor is compensated based on the amount of the fees received by our firm for financial planning and asset management services. The more assets we service, the more compensation your Advisor will receive. This compensation creates a conflict of interest.

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

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

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

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

**Additional Information**

To find additional information about Gradient Advisors LLC, and to request a copy of the *relationship summary*, please go to [www.gradientadvisors.com](http://www.gradientadvisors.com). You can also send inquiries via email at [info@gradientadvisors.com](mailto:info@gradientadvisors.com). If you would like to request up-to-date information as well as to request a copy of the relationship summary, please contact via phone at (877) 885-0508.

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