

Customer Relationship Summary - Retirement Plan Advisors, LLC

Introduction

Retirement Plan Advisors, LLC (“RPA”) is a Registered Investment Adviser with the Securities and Exchange Commission. The services we provide and fees we charge are different than those of a broker-dealer, and it is important for you to understand the difference. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides education materials about broker-dealers, investment advisers, and investing. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/122758>.

What Investment Services and Advice Can You Provide Me?

Description of Services: We offer investment advisory services to retail investors and institutional clients. Our investment advisory services include: Investment Management Services, Financial Planning Services, and Retirement Plan Consulting Services.

Investment Management Services: RPA provides investment management services in which we actively manage and trade your designated account(s). RPA will discuss and identify your investment goals with you, and design a strategy aimed at achieving those goals. RPA schedules investment reviews at least annually to confirm that the underlying portfolio allocation continues to reflect your overall situation, goals, and risk tolerance. We offer investment management services through both wrap fee programs and non-wrap fee programs. For more information, please see **Item 4 of our Form ADV Part 2A** here <https://retirementplanadvisors.com/adv/>

Investment management services are provided on a **discretionary** basis, meaning you give us the authority to determine the type and amount of securities that are bought, sold, and held within your account(s). In all cases, however, such discretion is exercised in a manner consistent with your stated investment objectives. For more information, please see **Item 16 of our Form ADV Part 2A** here <https://retirementplanadvisors.com/adv/>

Co-Advisory Services: RPA participates, under a co-advisory relationship with Cambridge Investment Research Advisors, Inc. (“CIRA”), in fee-based services sponsored through CIRA’s Wealthport Wrap Programs.

Financial Planning Services: We also provide financial planning services. Financial planning services involve us creating a written financial plan for you which covers mutually agreed-upon, pre-determined services.

Retirement Plan Consulting and Investment Management Services: RPA provides comprehensive consulting services as a 3(21) or 3(38) adviser, including plan design and investment advice to public sector defined contribution retirement plans.

Limited Investment Offerings: RPA does not recommend one type of investment product to all clients. Instead, we recommend product(s) that may be suitable for each client relative to that client’s specific circumstances and needs. However, the investments and securities in which we invest your account may be limited to those available on your custodian/broker-dealer’s platform. We may offer or recommend proprietary products and services when they are suitable for a particular client.

Account & Fee Minimums: RPA requires potential clients to have at least \$5,000 as the initial investment to open any managed account. The minimum fee charged for financial planning services provided on an hourly or fixed-fee basis is \$150. For more information, please see **Item 7 of our Form ADV Part 2A** here <https://retirementplanadvisors.com/adv/>.

Conversation Starters: *Given my financial situation, should I choose an investment advisory service? Why or why not? How will you choose which 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?

Description of Principal Fees & Costs: Fees for our asset management services are charged based on a percentage of assets under management, and will not exceed 2.25% per year. Depending on the agreement, fees may be charged monthly or quarterly, and in advance or in arrears. Fees will be calculated based on the market value of your account as of the last business day of the previous month or quarter, if billed in advance. If fees are billed in arrears, the market value of your account as of the last business day of the month or quarter in which services were rendered will be used. Because our fee is based on the value of your account, we have an incentive to recommend that you increase the level of assets in your account.

We utilize wrap fee and non-wrap fee programs. Under a wrap fee program, your fee covers our advisory services and the program fee imposed by the broker-dealer, including transaction costs. Under a non-wrap fee program, you will be charged transaction costs separately. Since a wrap fee covers transaction expenses, it may be higher than non-wrap fee programs. You may also be charged management fees by the funds in which we invest your account. For more information about the fees we will charge you and expenses you may incur, please see **Item 5 of our Form ADV Part 2A** here <https://retirementplanadvisors.com/adv/>.

Financial planning services are provided under a fixed fee or hourly fee arrangement. Financial planning fees begin at \$150. The typical cost of a basic financial plan averages \$600, and the typical cost of a comprehensive financial plan averages \$1,500. Our hourly fees range from \$100 to \$250 per hour under this arrangement. RPA may request a retainer to be paid in advance to which hourly fees for financial planning services may be applied. Any unpaid hourly fees are due upon completion and delivery of the financial plan.

The fees we charge for financial planning services do not cover the costs associated with implementing any recommendations we may make. For more information, please see **Item 5 of our Form ADV Part 2A** here <https://retirementplanadvisors.com/adv/>.

Fees charged for our Retirement Plan Consulting or Investment Management services are negotiable and are available based on

percentage of plan assets, a fixed fee, or an hourly basis.

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.

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 Adviser?

How Else Does Your Firm Make Money and What Conflicts of Interest Do You Have?

Standard of Conduct: When we act as your investment adviser, we have to act in your best interest and not put our interests 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 to you.

Here are some examples to help you understand what this means:

RPA is affiliated, by being under common control, with Retirement Plan Advisors Services, LLC ("RPAS, LLC"), a registered broker-dealer and a general insurance agency. RPAS, LLC receives commissions for providing enrollment and education services to public sector retirement plans, and from the sale of insurance products offered by multiple insurance agencies. Some of our investment adviser representatives ("IAR") also serve as representatives and indirect minority owners of Cambridge Investment Research, Inc. ("CIR"), an unaffiliated broker-dealer, and/or are licensed as independent insurance agents. Through these various roles, they may sell various products and receive a commission. We have a conflict of interest if we recommend the use of these firms and their products because of the potential for revenue from additional investment accounts.

In addition, when we recommend that you utilize a third-party money manager, we will receive a percentage of the fee which they charge you. This creates a conflict of interest as we have an incentive to recommend managers with whom we have such arrangements. If we recommend that you roll over your current retirement plan to an individual retirement account ("IRA") that is managed by us, and is subject to our asset-based investment advisory fees, this is a conflict of interest because we have a financial incentive to recommend that you move your IRA to us. For more information about this conflict, and our procedures to reduce and mitigate it, see **Item 4 of our Form ADV Part 2A**.

RPA does receive cash or non-cash compensation including, but not limited to, sponsorship of conferences and educational sessions, marketing support, payment of travel expenses, and tools to assist in providing various services to IARs and clients. These economic benefits may be received directly by RPA, or indirectly through CIR/CIRA who have entered into specific arrangements with product sponsors. For more information, please see **Item 14 of our Form ADV Part 2A** here <https://retirementplanadvisors.com/adv/>.

Additional Information: For more information about our conflicts of interest and the ways we are compensated, please see **Item 5 and Item 10 of our Form ADV Part 2A** here <https://retirementplanadvisors.com/adv/>.

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

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: Our IARs are compensated based on the level of assets that they bring into RPA. This creates a conflict of interest as it gives your representative an incentive to recommend you invest more in your account with us due to the potential to increase his/her compensation.

Our IARs also serve as registered representatives and/or insurance agents. When acting in this capacity, they will receive commissions for selling investment and insurance products. This creates a conflict of interest when they recommend that you purchase investment and insurance products through them. For more information about these conflicts of interest, please see **Item 10 of our Form ADV Part 2A**.

Certain IARs will also receive cash or non-cash compensation, such as merchandise, gifts, technology, travel expenses, and lodging, directly from investment managers or sponsors. These economic benefits could influence your IAR to recommend certain products/programs over others. Please see **Item 14 of our Form ADV Part 2A** here <https://retirementplanadvisors.com/adv/>.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

No, the firm does not have any legal or disciplinary history to report. However, some of our IARs may have legal or disciplinary history that has previously been disclosed. Specific information can be found at <https://www.investor.gov/CRS>.

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

Additional Information About RPA

Additional information about RPA and copies of our Form ADV Part 2A disclosure brochure are available upon request. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/122758>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at 312.701.1100.

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?*