

# ACT Advisors LLC

## Form CRS - Customer Relationship Summary, August 2023

### Item 1: Introduction

ACT Advisors LLC (ACT) is an investment adviser registered with the Securities and Exchange Commission (“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 [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

### Item 2: Relationships and Services

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

ACT provides investment advisory services and financial planning to individuals, high net worth individuals, individual retirement accounts (IRAs), pension and profit-sharing plans, including plans subject to Employee Retirement Income Security Act of 1974 (ERISA), trusts, estates and charitable organizations. For most clients, investment advisory services will be provided on a discretionary basis. Retail investor’s accounts are monitored on a regular and ongoing basis. For additional information, please see our Form ADV, Part 2A brochure (Items 4B and 7 of Part 2A) at the following link: <https://adviserinfo.sec.gov/firm/summary/173120>.

Some of our Financial Professionals are also registered representatives of LPL Financial LLC (“LPL”), an SEC registered broker-dealer and investment adviser. Your Financial Professional may offer you brokerage services through LPL or investment advisory services through ACT. Brokerage services and investment advisory services are different, and the fees we, and LPL, charge for those services are different. It is important that you understand the differences. In particular, your Financial Professional may earn additional transaction-based compensation and have additional conflicts of interest as a result of providing brokerage services through LPL. You are encouraged to learn more about LPL by reviewing <https://www.lpl.com/disclosures.html> and having a discussion with your Financial Professional.

#### ***CONVERSATION STARTERS: Ask your financial professional:***

- ***Given my financial situation, should I choose a brokerage service or 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: Fees Costs, Conflicts and Standards of Conduct

#### **What fees will I pay?**

**For client portfolios managed by ACT in either the asset management program or the passive asset management strategy**, the annual fee is based on percentage of assets under management to a maximum of 2% for clients initiating a relationship with ACT Advisors on or after the date of this CRS. Most will pay less than the maximum. Fees are payable quarterly in advance, unless a situation calls for a calculation in arrears. Asset management fees are deducted from client accounts by qualified custodians. Clients provide the qualified custodian with written authorization to deduct fees and pay the fees to ACT Advisors.

**For financial planning only clients**, ACT Advisors’ planning and consulting fees are negotiable but are generally \$500 monthly for a minimum of 24 months. This fee is negotiable and may vary depending upon certain criteria. The actual fee paid by the client will be detailed in the Financial Planning and Consulting Agreement signed by the client.

**For clients that receive customized advice and rebalancing on employer sponsored plans**, the fee is based on a percentage of assets in the sponsored plan to a maximum of 2.5%. This fee is negotiable, and the actual fee charged will be disclosed to the client in writing. Most will pay less than the maximum. Employer sponsored plan advice fees are payable quarterly in advance, unless a situation calls for a calculation in arrears. ACT Advisors will collect these fees in one of two ways. Fees may be direct billed from an investment account under management by ACT Advisors. Fees will be direct billed from an investment account under management by ACT Advisors, or alternatively, fees will be directly invoiced to the Participant.

In addition to our fees, clients may also pay other fees or expenses to 3rd parties. These 3rd parties can include custodians, brokers and/or 3rd party outside portfolio managers and others. 3rd party fees can include management fees charged by outside portfolio managers, commissions on securities transactions, custodial fees, deferred sales charges, and other fees and taxes on brokerage accounts and securities transactions. The issuer of some of the securities or products we purchase for clients, such as ETFs, mutual funds or other similar financial products, may charge product fees that affect clients. ACT does not charge these fees directly to clients and does not benefit from any such fees. For example, an ETF or a mutual fund typically includes embedded expenses that may reduce the fund's net asset value, and therefore directly affect the fund's performance and indirectly affect a client’s portfolio performance or an index benchmark comparison. Expenses of an ETF may include management fees, custodian fees, brokerage commissions, and legal and accounting fees.

The more assets there are in a retail investor's account, the more a retail investor will pay in fees, and ACT may therefore have an incentive to encourage the retail investor to increase the assets in his or her account. 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 Form ADV, Part 2A brochure (Item 5 of Part 2A) at the following link:  
<https://adviserinfo.sec.gov/firm/summary/173120>.

**CONVERSATION STARTERS: 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 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 affect the investment advice we provide you. Here is one example to help you understand what this means: Some persons providing investment advice on behalf of our Firm are dually registered as broker-dealer representatives and licensed as independent insurance agents. These persons will earn commission-based compensation for selling securities and insurance products, including securities and insurance products they sell to you. Securities and insurance commissions earned by these persons are separate and in addition to our advisory fees.

**CONVERSATION STARTER: Ask your financial professional:**

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

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

Some of our financial professionals are compensated on a salary + discretionary bonus basis. The bonus is predicated on the overall Firm's performance. Some of our financial professionals receive compensation based on their personal performance as Investment Advisors. e.g. Total assets under management. Lastly, one of our financial professional's sole source of compensation is ongoing payments under a consulting agreement.

Those professionals compensated on either total Firm or individual performance have an inherent conflict of interest in that their compensation will rise and fall based on assets under management, which could lead the professional to take more risk in a client's portfolio in the expectation of the client receiving a greater return which would lead to the professional receiving greater compensation. You should discuss your financial professional's compensation directly with your financial professional. For any information on how our financial professional are compensated, please review the disclosures in our ADV Part 2A Item 14.

**Item 4: Disciplinary History**

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

No. However, we encourage you to visit [www.Investor.gov/CRS](http://www.Investor.gov/CRS) to research our firm and our financial professionals.

**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**

Additional information about ACT is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). If you would like additional, up-to-date information or a copy of this relationship summary, please call (828) 398-2802 or visit the following link:  
<https://adviserinfo.sec.gov/firm/summary/173120>.

**CONVERSATION STARTER: 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?*

### **Material Changes**

- *This Customer Relationship Summary has been amended to reflect our representatives' dual registration as licensed insurance agents as well as representatives of broker-dealers.*
- *We have also amended our fees.*