



Lloyd Advisory Services, LLC, doing business as The Lloyd Advisory Group, is registered with the Securities and Exchange Commission as an investment adviser. We provide investment advisory services, rather than brokerage services. Brokerage and investment advisory services and fees differ and 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.

### **What Investment Services and Advice Can You Provide Me?**

We offer asset management services on a discretionary basis. If you retain us, we will customize an investment portfolio for you according to your risk tolerance, investment objectives and other relevant information. As part of our standard asset management services we will monitor your portfolio's performance on an ongoing basis, and will rebalance the portfolio as needed.

Discretionary authorization will allow us to determine the securities, and the amount, to be purchased or sold for your account, without your approval in advance. Discretionary authority is granted by the Investment Advisory Agreement you sign with our firm. You may limit our authority by providing us with your reasonable restrictions in writing.

We have entered into a sub-adviser relationship with AE Wealth Management, LLC ("AEWM"). As part of our asset management services, and at our discretion, AEWM or other third-party money manager(s) may be used to manage all or a portion of your account on a discretionary basis. Our asset management services are offered as part of a wrap fee program sponsored by AEWM.

We may advise you on any type of investment that we deem appropriate based on your stated goals and objectives. In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to effectively manage.

*For more detailed information about our services, please see Items 4, 7, 8 and 16 of our [Form ADV Part 2A Brochure](#).*

### **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?**

You will pay an annual investment advisory fee for our services ("Advisory Fee"). This Advisory Fee is negotiable and will be outlined in our agreement with you. The maximum annual Advisory Fee will be up to 1.5% of the total assets under management. Any fees payable to AEWM and other third-party money managers (if applicable) are included in the Advisory Fee and will be paid by our firm, unless otherwise agreed by you in a separate agreement. Advisory Fees are typically billed monthly in arrears.

In addition to the fees described above, you will also pay other fees and costs, including fees (e.g., transactional and product-level fees) charged by some investments (e.g., mutual funds, ETFs, etc.). Even though your account will participate in AEWM's wrap fee program, you can still incur certain charges including but not limited to regulatory and exchange fees, ADR fees and other charges imposed by the qualified custodian(s) of your account. We do not share in any portion of these fees or costs.

Our fees create conflicts of interest. For example, because we pay the sub-adviser's fee, our net compensation differs depending upon the agreement we have with the sub-adviser. Different models made available through the sub-adviser also charge different fees, therefore our net compensation also differs depending upon the model selected. Because of this, we have an incentive to recommend sub-advisers and models with whom we have favorable compensation arrangements over other sub-advisers or models.

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 more detailed information about our fees and costs, including conflicts of interest relating to our fees and how we address them, please see Item 5 of our [Form ADV 2A Brochure](#).*

### 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?

*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.*

Our investment adviser representatives ("IARs") who are licensed insurance agents will earn commissions for selling insurance products to you. Insurance commissions earned by these persons are separate and in addition to our Advisory Fee. This presents a conflict of interest because our IARs, in their capacity as a licensed insurance agent, have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. *For a full discussion of our conflicts of interest and how they are addressed, please see Items 5, 10, 11, 12 and 14 of our [Form ADV 2A Brochure](#).*

### Conversation Starters

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

### How Do Your Financial Professionals Make Money?

Our IARs earn a percentage of the revenue generated from our advisory services. The percentage is pre-arranged and varies by IAR. This presents a conflict of interest, as our IARs have an incentive to increase the asset size in the client relationship, or solicit new business for the firm, which make take away time from servicing existing clients. Some of our IARs also earn a base salary.

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

No. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

### Conversation Starters

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

**For more information about our investment advisory services or to request the most current version of this relationship summary, please go to [LloydAdvisoryGroup.com](http://LloydAdvisoryGroup.com) or call our office at 770-932-0387.**

### 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?