

FORM CRS – CUSTOMER RELATIONSHIP SUMMARY

I. Introduction

IP Financial Advisory Services LLC (IPF) is registered with the Securities and Exchange Commission (SEC) solely as an investment adviser and is not a broker-dealer. Broker-dealers and investment advisers are distinct entities whose services and fees differ, and it is important for you to understand these differences. For more information, access www.investor.gov/CRS, a site that contains tools providing research on firms and financial professionals (FPs).

II. What investment services and advice can you provide me?

Advisory Services: IPF offers advisory services which include, but are not limited to, discretionary and non-discretionary investment advisory services, “wrap-fee” programs (accounts where a single fee is paid for advisory services and trading costs), third-party advisory services, retirement plan & other consulting services, and financial planning.

Proprietary investment management programs offered through IPF, invest in mutual funds, ETFs, stocks, bonds and other securities. IPF does not offer any special incentives for using proprietary programs.

When providing advisory services, we are held to a fiduciary standard that encompasses our relationship with you. As fiduciaries, investment advisers are obligated to act in the best interest of the client and not place their own interests ahead of the client’s. However, at times our interests might conflict with yours.

There are different types of advisory accounts, generally labelled either “discretionary” or “non-discretionary”. In discretionary accounts, you give your financial professional or an investment manager the authority to buy and sell securities, either unrestricted or with certain pre-defined restrictions, without asking you in advance. This authority will need to be granted in writing prior to being exercised. For discretionary accounts, investment monitoring is offered as part of our standard services and is provided at least annually.

In non-discretionary accounts, you make the ultimate decisions regarding the purchase/sell of securities, based on the advice provided by your financial professional. Investment advice will be provided based on services previously agreed to by both parties. Investment monitoring is also provided on at least an annual basis.

When engaging IPF for advisory services, you will pay an ongoing asset-based fee for our services. When using us for financial planning and consulting, the amount and timing of fees will be agreed to between you and your financial professional. Please see The Firm’s *Advisory Services Contract* for more details.

Our investment advice only covers investments that are allowed in each advisory program, and some firms could provide advice on a wider range of choices.

CONVERSATION STARTERS: Questions to ask your financial professional

- *Given my financial situation, should I choose an investment advisory service or should I choose a brokerage service? Should I choose both services? 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?*

ADDITIONAL INFORMATION: Visit www.ipfinancialservicesllc.com for disclosure documentation and other information

III. What fees will I pay?

Fees and costs affect the value of your account over time. Ask your financial professional to give you information on the fees and costs you will pay specifically.

Advisory Services Fees:

For most advisory accounts, you will pay an ongoing recurring fee based on the value of cash and investments in your advisory account. The more assets there are in your account, the more you pay in fees, creating an incentive to increase the assets in that account. However, the amount paid to IPF and your financial professional does not vary based on the type of investments in your account.

You will pay these previously agreed upon 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.

Some fees vary and are negotiable. The amount you pay will depend on the services you receive and on the amount of assets in your account. For additional details on how fees are calculated, refer to your Advisory Services Contract and any other disclosures specific to your advisory account.

CONVERSATION STARTERS: Questions to ask your financial professional

- *Help me to 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?*

ADDITIONAL INFORMATION: Visit www.ipfinancialservicesllc.com

IV. What are your legal obligations 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 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 investment advice we provide you.

As you work with your financial professional to determine the right investments and services to achieve your goals, you should understand how we are compensated, because various forms may engender potential conflicts of interest, and it is important for you to evaluate potential conflicts when making investment decisions.

It is important to note that while we will take reasonable care in providing advice to you, securities do involve risk, and you may lose money. There is no guarantee that you will meet your investment goal or that our recommended investment strategy will perform as anticipated. Please consult any offering documents for a discussion of risks associated with any recommended products.

CONVERSATION STARTERS: Questions to ask your financial professional.

- *How might your conflicts of interest affect me, and how will you address them?*
- **ADDITIONAL INFORMATION:** Visit www.ipfinancialservicesllc.com

V. How do your financial professionals make money?

Our financial professionals can offer various types of advisory programs, platforms and services, and can earn more or less depending on which one is recommended. Fee-based FPs charge an asset-based or flat fee directly to their clients for their services. This fee can be structured in multiple ways based on a negotiated agreement. FPs that offer both brokerage and advisory services can be compensated as commission- or fee-based depending on the type of products or services offered.

Our FPs may have conflicts of interests beyond those disclosed by us and will disclose, when appropriate, any additional material conflicts of interest no later than the time of recommendation.

VI. Do you or your financial professionals have legal or disciplinary history?

We may have disciplinary events. Visit www.investor.gov/CRS for a free and simple search tool to research us and our FPs.

CONVERSATION STARTER:

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

VII. Additional Information

For additional information about our services, please visit investor.gov, our website (ipfinancialservicesllc.com) and, if applicable, any account agreement(s). For additional information on advisory services, see our Form ADV brochure on IAPD, on investor.gov or on IPF's website and any brochure supplement that your FP provides. Additionally, you can request up-to-date information and/or a written copy of Form CRS by calling IPF at 980-328-3335.

To report a problem to the SEC, visit investor.gov or call the SEC's toll-free investor assistance line at (800)732-0330. If you have a problem with your investments, account or financial professional, contact us in writing.

CONVERSATION STARTER: Questions to ask your financial professional.

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