

Eide Bailly Advisors, LLC

Customer Relationship Summary "Form CRS" July 2022

Introduction Eide Bailly Advisors, LLC. ("Advisor" or "We") is registered with the Securities and Exchange Commission (SEC) as an investment advisor. We are an investment adviser and provide advisory accounts and services rather than brokerage accounts and services.

Is an Investment Advisory Account Right for You? There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you. We are an investment adviser and provide advisory accounts and services rather than brokerage accounts and services. This document gives you a summary of the types of services we provide and how you pay. Please ask us for more information. There are some suggested questions to ask on page 2.

Relationship and Services We offer Asset Management, Financial Planning and Consulting. Advisor conducts ongoing monitoring, investment strategy and performance review (refer to your asset management agreement) and client meetings, based upon the agreed upon frequency. Advisor charges an ongoing **asset-based** fee determined by the value of cash and investments and services provided. You select the type of account which may have options for:

discretionary	the Advisor or Subadvisor is authorized to trade on your behalf without asking you in advance
nondiscretionary	the Advisor gives you advice and trades only after your expressed approval

Financial Advisor may recommend another team member for particular investment products or services due to specialty and/or licensure. For more details on advisory services and minimums, see [Form ADV Part 2A brochure](#).

Our Obligations to You We must abide by certain laws and regulations in our interactions with you. We are held to a fiduciary standard that covers our entire investment advisory relationship with you. [For example, we are required to monitor your portfolio, investment strategy and investments on an ongoing basis.] Our interests can conflict with your interests. We must eliminate these conflicts or tell you about them in a way you can understand, so that you can decide whether or not to agree to them.

Fees and Costs Fees and costs affect the value of your account over time. Please ask your Financial Advisor to give you personalized information on the fees and costs you will pay. You will pay fees and costs depending on services you elect. 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. Fee waivers or discounts are offered to those with an Advisor or Eide Bailly LLP relationship such as employees, family members, friends and associated persons which are not available to all clients.

1. Financial Planning or Consulting fees. The standard planning rate is \$300 per hour. Consulting fees are charged a fixed rate depending upon the time and complexity of services needed. Standalone or ongoing depending upon Client request.
2. Asset management fees. Standard on-going fees can differ between clients based upon selected services offerings, the complexity, value of your assets under management, and are negotiable based upon the relationship and history with our firm and Eide Bailly LLP. Thus, the more assets in an account, the more services provided, the more total fees paid, and advisor has an incentive to grow or increase the assets and services to your account. You will pay an on-going monthly or quarterly fee based upon the services selection, value of cash and investments in your advisory account even if you do not buy or sell. The amount paid to our firm generally does not vary based on the type of investments we select on your behalf. Fees reduce the value of your account and will be deducted directly from your account.

Fees for third parties which you pay depending on account selection:

- Fees you pay to select an additional investment money manager or subadvisor
- Custodian fees, transaction or asset-based fees and service fees (e.g. wire, check, overnight) to maintain your account

Internal expenses or surrender charges of certain types of investments such as mutual funds, exchange traded funds and variable annuity fees.

Compare with Typical Brokerage Accounts You could also open a brokerage account with a *broker-dealer*, where you will pay a *transaction-based fee*, generally referred to as a commission, when the broker-dealer buys or sells an investment for you. Features of a typical brokerage account include:

- With a broker-dealer, you may select investments or the broker-dealer may recommend investments for your account, but the ultimate decision for your investment strategy and the purchase and sale of investments will be yours.
- A broker-dealer must act in your best interest and not place its interests ahead of yours when the broker-dealer recommends an investment or an investment strategy involving securities. When a broker-dealer provides any service to you, the broker-dealer must treat you fairly and comply with a number of specific obligations. Unless you and the broker-dealer agree otherwise, the broker-dealer is not required to monitor your portfolio or investments on an ongoing basis.
- If you were to pay a transaction-based fee in a brokerage account, the more trades in your account, the more fees the broker-dealer charges you. So, it has an incentive to encourage you to trade often.
- You can receive advice in either type of account, but you may prefer paying:

<i>transaction-based fee</i>	from a cost perspective, if you do not trade often or if you plan to buy and hold investments for longer periods of time
<i>asset-based fee</i>	if you want continuing advice or want someone to make investment decisions for you, even though it may cost more than a transaction-based fee

Conflicts of Interest We benefit from the advisory services we provide to you. When we act as your Financial Advisor, 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 affect the recommendations we provide you. Here are some examples to help you understand what this means. Financial Advisor can also be licensed as a registered representative with broker-dealer United Planners and/or as agent/producer to sell life insurance in which both charge a commission for selling a product. Financial Advisor can also be CPA with Eide Bailly LLP and charge for tax services. We have jointly created and manage together with Symmetry Partners investment sleeves or models and may have incentive to encourage investment in our own product.

Disciplinary History & Additional Information We encourage you to seek out additional information. We have legal and disciplinary events, visit investor.gov/crs for a free and simple search tool to research our firm and our Financial Professional disclosures. 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 a financial professional, contact us in writing at Eide Bailly Advisors, 4310 17th Ave S, Fargo ND 58103. For additional information on our advisory services available see our [Form ADV Part 2A brochure](#) or adviserinfo.sec.gov.

Key Questions to Ask Ask your financial professional these key questions about our advisory services:

- **Given my financial situation, should I choose an investment advisory account?**
- **Do the math for me. How much would I pay per year for an advisory account?**
- **What additional costs should I expect in connection with my account?**
- **Tell me how you and your firm make money in connection with my account. Do you or your firm receive any payments from anyone besides me in connection with my investments?**
- **What are the most common conflicts of interest in your advisory and brokerage accounts? Explain how you will address those conflicts when providing services to my account.**
- **How will you choose investments to recommend for my account?**
- **How often will you monitor my account's performance and offer investment advice?**
- **Do you or your firm have a disciplinary history? For what type of conduct?**
- **What is your relevant experience, including your licenses, education and other qualifications? Please explain what the abbreviations in your licenses are and what they mean.**
- **Who is the primary contact person for my account, and is he or she a representative of an investment adviser or a broker-dealer? What can you tell me about your legal obligations to me? If I have concerns about how this person is treating me, who can I talk to?**