



ALLIANCE ENTRUST

INTRODUCTION

Form CRS – ADV Part 3

Alliance Advisory & Securities, LLC. (Alliance) is registered with the Securities & Exchange Commission (SEC) as a Registered Investment Advisor (RIA). Alliance also does business as Alliance Entrust. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about investment advisors, broker-dealers and investing.

WHAT INVESTMENT SERVICES & ADVICE CAN YOU PROVIDE ME?

Alliance offers **Investment Advisory Services**: Investment Advisory services are ongoing and include portfolios and accounts that are monitored and reviewed regularly for ongoing suitability and appropriateness. Alliance offers two types of investment advisory services to clients; non-discretionary and discretionary. Non-discretionary services will require your approval in order for your advisor to buy or sell in your account. With discretionary services, you authorize your advisor to process transactions in your account without discussing the transactions with you in advance. Discretionary accounts (model portfolios) are consistently monitored and are generally rebalanced quarterly. Portfolios may include: Equities, Certificates of Deposit, Mutual Funds, Exchange Traded Funds, Corporate Debt Securities, Municipal Securities, Investment Company Securities, U.S. Government Securities, and Private Placements. We seek to learn our client's goals and objectives, risk tolerance and circumstances in order to determine an appropriate investment model/allocation for each client. The number of client meetings, along with services included are detailed on each clients' service agreement. There is no account balance minimum required for Investment Advisory services. More detailed information regarding our services is provided in our Form ADV, Part 2 Brochure.

Additional Services Offered: Integrated Wealth Services are offered through Alliance Entrust. These services may include retirement and financial independence planning, tax planning, beneficiary and estate reviews, education planning, risk management reviews, qualified plan analysis, bookkeeping and business consulting. Fees for these services are quoted in advance and are based on the anticipated number of labor hours. Fees are generally collected quarterly, but can also be invoiced hourly, monthly, or annually.

Private Offerings are offered through affiliated entities. These limited partnerships and limited liability companies are generally offered to accredited investors and each company/partnership is designed to meet a particular investment goal.

"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?

Investment Advisory accounts: Investment advisory services are provided on a fee basis, which means we charge a fee based on the amount of assets we manage for you and/or a fixed quarterly fee. Advisory fees will be calculated and paid to Alliance each calendar quarter, in arrears, based on the value of the assets in the client's account on the last business day of the previous calendar quarter. Advisory Fees for the initial partial period will be prorated based on how many days during the period the investments were managed during the quarter. Advisory fees are debited directly from the client's account unless other acceptable arrangements are requested.

Fees Not Paid To Alliance: Mutual funds, exchange traded funds (ETFs) and other registered investment companies (collectively, Funds) have operating costs and expenses such as administrative, custodial, legal and on occasion trading costs. These fees and expenses are typically described in the Fund's prospectus. Other potential expenses include, but are not limited to, taxes, transfer fees and fixed income spreads.

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.

More detailed information regarding fees and costs is provided in our Form ADV, Part 2 Brochure, our Investment Advisory Agreement and our Discretionary Supplemental Account Agreement.

Help me understand how these fees and costs might affect my investments. If I give you \$100,000 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 ADVISOR? HOW ELSE DOES YOUR FIRM MAKE MONEY & WHAT CONFLICTS OF INTEREST DO YOU

When we act as your investment advisor we are a fiduciary. It is our responsibility to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates certain conflicts with your interests. For example, because we charge an asset-based fee, the total fees you pay us will increase with the size of your account. For accounts where we don't manage your entire portfolio this creates an incentive for us to recommend that you increase the assets in your account.

Alliance has licensed insurance agents. This presents a conflict of interest to the extent that a client purchases insurance for risk management. These transactions could result in a commission being paid to the agent. Clients are not under any obligation to purchase insurance. The purchase of insurance is solely at the discretion of the client.

Alliance offers a variety of pooled funds and private offerings, which are managed by Alliance and/or its affiliates. Management fees are collected from the private offerings. The fees charged by these affiliates may be greater than the fees charged by Alliance for other types of investment accounts due to the extra work involved. However, this does create a conflict of interest as the investment advisor may be motivated to have you invest in these affiliated private offerings. The total fees paid by the client when investing in each of these private offerings will never exceed the fees listed in each offering's private placement memorandum. More detailed information regarding conflicts of interest is provided in our Form ADV, Part 2 Brochure.

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Alliance believes it is best to have the majority of our financial professionals and staff on a salary. In addition, our financial professionals can receive profit sharing and or a percentage of revenues collected by the firm.

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

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

No, for our firm. Yes, for some of our financial professionals. For a free and simple search tool to research Alliance Advisory & Securities, LLC. and its financial professionals please go to <http://www.investor.gov/CRS>

"As a financial professional, do you have any disciplinary history?"

ADDITIONAL INFORMATION

For additional information regarding Alliance Advisory & Securities, LLC. (including an up-to-date copy of this statement), please contact us by telephone at (805) 371-8020 or visit our website at www.allianceadvisory.com

After reviewing this document clients are encouraged to ask questions for further clarification. Examples of these questions are as follows:

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

Alliance Entrust is a dba of Alliance Advisory & Securities, LLC, a Registered Investment Advisor

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