



December 14, 2020

Client Relationship Summary / FORM CRS

Latitude Advisors, LLC is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ, and it is important for you, our client, to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to “retail” investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

We offer the following investment advisory services to retail investors: **Financial Planning Services; Portfolio Management Services; and Selection of Other Advisers.** Detailed information regarding our services, fees and other disclosures can be found in our [Form ADV Part 2](#) Items 4, 7, and 8.

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments on an annual basis.

Investment Authority: We manage investment accounts on a *discretionary* basis whereby **we will decide** which investments to buy or sell for your account. We have discretion to select, retain or replace third-party managers to manage your accounts. We maintain a limited number of *non-discretionary* investment management accounts whereby we will provide advice, but **you will ultimately decide** which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Investment Offerings: We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

Account Minimums and Requirements: 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 manage effectively.

Key questions to Ask Your Financial Professional

- 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?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services.

For detailed information, refer to our [Form ADV Part 2A](#), Items 5 and 6.

- **Asset Based Fees** - Payable quarterly in arrears. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets;
- **Hourly and Fixed Fees** - Deposit, remainder due upon completion;
- **Ongoing Retainer Fees** – Payment terms negotiable.
- **Other Advisory Fees** – You will pay advisory fees charged by third party investment advisors, which are separate and in addition to our fees.
- **Common fees and costs** - applicable to our clients are: custodian fees; account maintenance fees; fees related to variable annuities, including surrender charges; fees related to mutual funds (including 12b-1 fees) and exchange-traded funds; transaction charges when purchasing or selling securities; and other product-level fees associated with your investments.

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.

Key questions to 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 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.

- Persons providing advice on behalf of our firm may also be registered representatives with a broker-dealer. In addition, they may also be licensed as independent insurance agents. These persons receive compensation in connection with the purchase and sale of securities or insurance products. Compensation earned by these persons is separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend investment products or insurance based on the compensation received rather than solely based on your needs.
- Persons providing advice on behalf of our firm may also be licensed as CPAs and attorneys and may offer accounting and legal services to advisory clients. Any fees paid to us for advisory services are separate and distinct from any fees charged by such individuals for accounting and legal services.
- Latitude Financial, LLC, the parent company of our firm, has entered into various marketing and referral arrangements with insurance companies and may receive fees as a result of such activities. The fees paid to Latitude Financial, LLC for such activities are separate and distinct from fees earned by our firm for investment advisory services.
- We have entered into a revenue sharing arrangement with Fidelity Brokerage Services, LLC ("Fidelity") and GWN Securities, Inc. ("GWN") whereby Fidelity collects and disburses a percentage of the sales load and 12b-1 compensation that is payable to us in connection with eligible mutual fund transactions and assets. These payments will be credited to principals of Latitude Advisors, LLC as additional compensation.
- Certain associated persons of our Company are registered with unaffiliated investment advisers. Through these relationships they receive compensation for the advisory services they provide. We do not share in these fees.

Refer to our [Form ADV Part 2A](#) by clicking the link to help you understand what conflicts exist.

Key questions to 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?

The financial professionals servicing your account(s) are compensated in the following ways: Salary; Bonus; and Product Sales Commissions. Financial professionals' compensation is based on the amount of client assets they service; the products sold (i.e. differential compensation); the revenue the firm earns from the person's services or recommendations; and revenue sharing as disclosed above.

Key questions to Ask Your Financial Professional

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

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

Yes, our firm or our financial professionals currently have legal or disciplinary history to disclose. These events are disclosed in either our Form ADV or the specific individual's Form U4. These documents can be found by going to [Investor.gov/CRS](#).

You can find additional information about your investment advisory services and request a copy of the relationship summary at 772-770-1950 or click [Form ADV Part 2A](#).

Key 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?**