



Alliance Advisory & Securities, Inc. – Form CRS – ADV Part 3

Introduction

Alliance Advisory & Securities, Inc. (AASI) is registered with the Securities & Exchange Commission (SEC) as both a Registered Investment Advisor (RIA) and a Broker Dealer (BD). AASI, as of the date of this writing is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investors Protection Corporation (SIPC). RIA and BD services differ, and we believe it is important that both our clients and retail investors understand the differences. BD services are a legacy business for Alliance. BD services to new retail investors, as of June 30, 2020, will no longer be offered. It is the firm's intention to sell or close the broker dealer by the end of 2020. Throughout the remainder of 2020 we will be inviting our BD retail investors to become clients of the RIA. 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 and advice can you provide me?

AASI offers *Investment Advisory Services*.

Investment Advisory services are on-going and include portfolios and accounts that are monitored and reviewed regularly for ongoing suitability and appropriateness. AASI 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 at an hourly, monthly, or annual rate.

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

- Alternative Investment Portfolio, LP (AIP) This portfolio is invested primarily in real estate (currently closed to new investments).
- Asset-Backed Lending Partners, LP (ABLP) - offers commercial loans to borrowers. Investors in ABLP will benefit from the principal and interest payments these borrowers make to the partnership.
- Commune VA 1 LLC (Commune) - objective is to seek income and capital appreciation through purchasing, developing, and holding real estate properties.

- RESOP LLC & RESOP REIT LLC (RESOP) - looks for opportunities to purchase, improve, and operate real estate properties, primarily self-storage properties in order to generate income for the company and its members (currently closed to new investments)
- Stable Value Portfolio, LP (SVP) - the portfolio's strategy is to invest primarily in short-term fixed income securities such as money market securities and debt instruments (currently closed to new investments).

“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?

AASI 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 annual fee. Advisory fees will be calculated and paid to AASI 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.

AASI Legacy BD accounts: fees on these accounts are paid direct from the provider, sponsor, or fund company. Fees and compensation are based on the type of product purchased (mutual funds & variable annuities) and their respective share class (if any) and can include commissions or 12b-1/trails.

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 and what conflicts of interest do you have?

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.

AASI 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 firm and agent. Clients are not under any obligation to purchase insurance. The purchase of insurance is solely at the discretion of the client.

AASI offers a variety of pooled funds and private offerings, which are managed by AASI 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 AASI 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?

AASI 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?

Yes - For a free and simple search tool to research Alliance Advisory & Securities, Inc. 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, Inc. (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 a broker-dealer?”

“Who can I talk to if I have concerns about how this person is treating me?”