

Form CRS - Client Relationship Summary

January 22, 2025

Introduction

Advantage Investing, Inc., is registered with the Securities and Exchange Commission as an investment advisor. Fees for brokerage and investment advisory services differ among broker-dealers and investment advisors, and it is important you understand the differences. 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 advisors, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors. We primarily provide asset management services where we manage your investments after we work with you to understand your financial situation, goals, objectives and risk tolerance. When managing accounts, we primarily use the following investment types; mutual funds, exchange traded funds (ETFs), and individual equities and bonds. In our asset management services, we will continuously monitor your investment accounts over which you provide us with such authority.

We manage our client's accounts on a discretionary basis, meaning we will make the ultimate determination (within the parameters set in your investment policy) regarding the investments purchased and sold in your account. You may impose reasonable restrictions on our discretionary authority. Any restrictions must be provided to us in writing and accepted by us. We typically require a minimum account size of \$100,000 for our services and \$150,000 for our Aggressive Growth Strategy. However, we may accept smaller accounts based upon special circumstances, at our own discretion.

We will be glad to discuss the following questions with you to help you better understand the relationship you will have with our firm: *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?*

Please refer to our [Form ADV, Part 2A Brochure](#) for more detailed information on our services.

What fees will I pay?

We charge a fee for our advisory services. Those fees are calculated as a percentage of assets under management for portfolio management services. These fees are assessed on a quarterly basis, in advance. You should be aware that the more assets there are in your account, the more you will pay in fees. This means we have an incentive to encourage you to increase the assets in your account.

In addition to our advisory fees, you may incur additional fees and costs related to the investments in your account, such as transaction costs, wire transfer and electronic fund fees, internal management fees of mutual funds and variable annuities. Certain securities transferred from previous financial firms may also have product-related fees such as surrender charges and redemption fees.

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.

You should carefully review our [Form ADV, Part 2A Brochure](#) to understand the fees and costs you will pay to us.

We will be glad to discuss the following question with you to help you better understand the impact of fees and costs on investments: *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 advisor, we are required to act in your best interest and not put our interest ahead of yours. At the same time, the way we are compensated may create 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 is an example to help you understand what this means:

Because fees are tied to portfolio size, conflicts can arise between our interests and yours when you need to make decisions that will impact the size of your investment account, such as buying a home or making a similar large purchase. This conflict also arises when you need to make a decision that will increase your portfolio, such as a 401(k) rollover or taking a pension as a lump sum.

We will be glad to discuss the following question with you to help you better understand the conflicts of interest we have: *How might your conflicts of interest affect me, and how will you address them?*

How do your financial professionals make money?

Our financial professionals receive a salary and discretionary bonus on performance and the success of the firm.

You should carefully review our [Form ADV, Part 2A Brochure](#) for more detailed information about our conflicts of interest.

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

No, please visit Investor.gov/CRS for a free and simple search tool to research our firm and your financial professional.

We will discuss the following questions with you to help you better understand our disciplinary history: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Additional Information

You can find additional information about our advisory services in our Form ADV Part 2A Brochure and may request up-to-date information and a copy of this Relationship Summary by contacting us at (757) 547-8257.

We will be glad to discuss the following questions with you so that you better understand who to contact with any questions or complaints: *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?*