

# Client Relationship Summary - CRS

## Annova LLC (CRD# 309737)

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### Introduction

Annova LLC (**AdvisorAnnova**) is registered with the State of Delaware and Pennsylvania as an Investment Adviser that provides investment advisory services. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

### Relationships and Services

#### *What investment services and advice can you provide me?*

AdvisorAnnova offers investment advisory and management services to individual and institutional investors. We provide personalized financial planning includes, but is not limited to, investment, retirement, education, estate, and insurance planning. We provide investment advice and make investment recommendations. We execute trades for clients under a limited power of attorney with selected independent custodians. AdvisorAnnova does not act as a custodian of your assets and cannot withdraw assets without your approval. You always maintain control of your assets. We provide investment advice at an in-person/phone/video meeting, by email or by written reports. We are a **fee-only independent** investment adviser. We can recommend and manage a wide variety of securities like equities, bonds through investment vehicles such as ETFs, mutual funds, options, etc. For more information, see our Form ADV Part 2A brochure at the official SEC website of the United States Government <https://adviserinfo.sec.gov/>.

#### Conversation Starters:

- 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?

### Fees, Costs, Conflicts, and Standard of Conduct

#### *What fees and costs will I pay?*

AdvisorAnnova is a **fee-only** financial planning and investment management company. We **do not sell** stocks, bonds, mutual funds, limited partnerships, options, or other commissioned products. We are **not affiliated** with entities that sell financial products or securities.

#### Asset-Based Fees:

Our asset-based fees are calculated on a percentage of Assets Under Management (AUM) from **1.00% to 1.70% annually**. This fee is collected on a monthly or quarterly basis and calculated as a percentage of the value of the cash and investments in your accounts at the end of the prior period.

#### Hourly Fees:

Our hourly fees for financial planning are at a rate of up to \$300 per hour. We collect fees in a single installment at the start of the project. Hourly fees are negotiable based on the nature and complexity of the services to be provided and the overall relationship with us. We provide you with an estimate for total hours and overall costs prior to engaging us for these services.

## Other Fees & Costs:

In addition to the advisory fee, you may also incur fees from the fund managers for some portfolios, mutual funds and ETFs, and custodian broker for trading costs. We are not compensated from commissions or trading costs and have no incentive to trade in your account other than to keep your portfolio in line with its investment objectives.

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.

### Conversation Starters:

- Help me understand how these fees and costs might affect my investment. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?
- How do you determine what fee I will be charged?

## *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?*

As a **fiduciary**, we explicitly **disclose all conflicts** when we discuss your portfolio. And we are required to **put your interests ahead of ours**. In rare situations, it may create some conflict of interest. Here is an example to help you understand what this means. We sponsor a wrap fee program that bundles the management, brokerage platform, and administrative expenses for the account with our investment advisory services for a single investment advisory fee. We are therefore financially incentivized to minimize the number of trades placed in your accounts or to utilize securities that require less complexity to manage.

### Conversation Starters:

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

## *How do your financial professionals make money?*

AdvisorAnnova's revenue is the advisory fees we collect from our clients' accounts and from the fees we earn hourly. Our financial professionals are compensated based on an agreed-upon annual salary plus a bonus if pre-defined metrics are met.

## Disciplinary History

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

Neither our firm nor our financial professionals have any legal or disciplinary history. A free and simple search tool to research us and our financial professionals is available at [www.investor.gov/CRS](http://www.investor.gov/CRS).

### Conversation Starters:

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

## Additional Information

You can find additional information about AdvisorAnnova on our website, [advisorannova.com](http://advisorannova.com), or by searching CRD# 309737 at the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may also contact us at 302-668-5300 and talk to our investment professionals or support staff.

### Conversation Starters:

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