



Reilly Financial Advisors

Form CRS

Dated: February 5, 2021

Introduction

Reilly Financial Advisors, LLC, (RFA) is registered with the Securities and Exchange Commission (SEC) as an investment advisor. There is a difference in fees between brokerage and investment advisory services, and it is important for you to understand the differences. There are free and simple tools available for you to research firms and financial professionals at www.investor.gov/CRS (the site also provides educational materials about broker-dealers, investment advisors, and investing).

What investment services and advice can you provide to me?

We offer investment advisory services including financial planning, estate planning, tax planning, and comprehensive wealth management. RFA has different levels of service: Wealth Management, Wealth Legacy, and Wealth Building.

- Monitoring – RFA monitors its Core, Defensive, and Aggressive portfolios on an ongoing basis. The portfolios are rebalanced twice each year or upon a triggering event. Clients generally have a semi-annual review (unless they prefer to have reviews conducted on a different schedule).
- Investment Authority – To the extent the client allows, RFA has **discretionary** authority over client accounts to affect trades, allocate portfolios, manage cash, and facilitate withdrawals at the request of the client. For those accounts RFA **does not have discretion over**, it is ultimately the client's decision on how to invest or manage the account. RFA is not able to place any necessary trades for **non-discretionary** accounts.
- Account Minimums – RFA has different levels of investment management, with each having its own minimum account balance. Wealth Management requires a \$500,000 minimum asset level, Wealth Legacy requires a \$5,000,000 minimum asset level, and Wealth Building requires a \$30,000 minimum asset level. All minimums may be waived or reduced per the sole discretion of RFA. **For additional information, see ADV Part 2 Items 4 and 7.**

Conversation Starter – Ask your financial professional the following questions:

- 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?

RFA provides discretionary investment advisory services on a fee-only basis. RFA's annual investment management fee is based upon a percentage of the market value and type of assets placed under RFA's management. The annual management fee includes investment advisory services as well as financial planning and consulting services. Because RFA's fee is based on the client's asset level, the more assets held within a client's account, the higher the management fee paid to RFA will be. This provides a conflict of interest, as RFA has an incentive to encourage the client to increase the assets in their account. Management fees are paid quarterly in advance.

For one-time deposits of funds and/or securities in excess of \$25,000 during any quarter, the corresponding fee will be billed in arrears at the end of the billing quarter based on the market value of the assets transferred in.

Upon termination of the relationship between the client and RFA (with prior 30-day written notice), RFA shall refund the prorated portion of the advanced advisory fee.

For additional information on fees, see ADV Part 2 Item 5 in its entirety.

Other fees that clients may pay are custodian fees, maintenance fees, fees related to particular positions held within their account, and other transactional fees. These will also include fees for clients that are in Private 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. For additional information on fees, see ADV Part 2 Item 5 in its entirety.

Conversation Starter – Ask your financial professional the following question:

- 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?

How do your financial professionals make money?

Neither RFA nor its representatives accept compensation from the sale of securities or other products. RFA's financial professionals are salaried employees and receive the same pay regardless of the complexity of, or the amount of time needed to address, a client's needs.

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

No. Neither RFA nor its representatives have been subject to any disciplinary actions. Visit <http://www.investor.gov/CRS> for a free and simple tool to research us and our financial professionals.

Conversation Starter – Ask your financial professional the following question:

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

Additional Information

For additional information about our services, please visit www.rfadvisors.com. If you would like additional up-to-date information or a copy of this disclosure, please call (800) 682-3237.

Conversation Starter – Ask your financial professional the following questions:

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