



Lloyd Advisory Services, LLC, doing business as The Lloyd Group, is registered with the Securities and Exchange Commission as an investment adviser. We provide investment

advisory services, rather than brokerage 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 [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What Investment Services and Advice Can You Provide Me?

We offer asset management services on a discretionary basis. If you retain us, we will customize an investment portfolio for you according to your risk tolerance, investment objectives and other relevant information. As part of our standard asset management services we will monitor your portfolio's performance on an ongoing basis, and will rebalance the portfolio as needed.

Discretionary authorization will allow us to determine the securities, and the amount, to be purchased or sold for your account without your approval in advance. Discretionary authority is granted by the Investment Advisory Agreement you sign with our firm. You may limit our authority by providing us with your restrictions in writing.

As part of our asset management services, we will generally use one or more sub-advisers to manage a portion of your account on a discretionary basis. One such sub-adviser is AE Wealth Management, LLC ("AEWM"). We do not sponsor any wrap fee programs, although we participate in AEWM's wrap fee program by recommending it to our clients. If we recommend a sub-adviser to you, you will receive a Form ADV 2A Brochure and Form CRS from that sub-adviser.

We may advise you on any type of investment that we deem appropriate based on your stated goals and objectives. 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 effectively manage.

For more detailed information about our services, please see Items 4, 7, 8 and 16 of our [Form ADV 2A Brochure](#).

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?

What Fees Will I Pay?

You will pay an annual investment advisory fee for our services ("Advisory Fee"). This Advisory Fee is negotiable and will be outlined in our agreement with you. The maximum annual Advisory Fee will be up to 1.5% of the total assets under management. Any fees payable to sub-advisers are included in the Advisory Fee and will be paid by our firm, unless otherwise agreed by you in a separate agreement. Advisory Fees are typically billed monthly in arrears.

In addition to the fees described above, you will also pay other fees and costs, including fees charged by mutual funds or ETFs, retirement plan fees, mutual fund sales loads, 12(b)-1 marketing fees, contingent deferred sales charges, annuity fees including mortality and expense charges, and surrender charges. Unless your account is managed by AEWM or pursuant to another wrap fee program, you will also incur transaction charges and/or brokerage fees when purchasing or selling securities. We do not share in any portion of these fees or costs.

Our fees create conflicts of interest. For example, because we pay the sub-adviser's fee, our net compensation differs depending upon the agreement we have with each sub-adviser. Therefore, we have an incentive to recommend sub-advisers with whom we have favorable compensation arrangements over other sub-advisers.

For a more thorough discussion of conflicts of interest relating to our fees and how we address them, please see Item 5 of our [Form ADV 2A Brochure](#).

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 more detailed information about our fees and costs, please see Item 5 of our [Form ADV 2A Brochure](#).*

Conversation Starters

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.

Our investment adviser representatives who are licensed insurance agents will earn commissions for selling insurance products to you. Insurance commissions earned by these persons are separate and in addition to our Advisory Fee. This presents a conflict of interest because our representatives have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. *For a full discussion of our conflicts of interest and how they are addressed, please see Items 5, 10, 11, 12 and 14 of our [Form ADV 2A Brochure](#).*

Conversation Starters

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

How Do Your Financial Professionals Make Money?

Our representatives earn a percentage of the revenue generated by clients that they bring in. The percentage is pre-arranged and varies by representative. This presents a conflict of interest, as our representatives have an incentive to bring in new business for the firm. Some of our representatives also earn a base salary.

Conversation Starters

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?

No. Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters

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

For more information about our investment advisory services or to request the most current version of this relationship summary, please go to TheLloydGroupInc.com or call our office at 770-932-0387.