



Form CRS Customer Relationship Summary, February 3, 2023

Syverson Strege & Company Inc. dba Syverson Strege is registered with the Securities and Exchange Commission (SEC) as an Investment Adviser. Brokerage and investment advisory services and fees differ and it is important for you as a retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://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 investment advisory services to retail investors, including financial planning, asset management, and selection of third-party managers and sub-advisers. We generally manage your portfolio by allocating assets among various mutual funds and exchange-traded funds using one or more of our proprietary model portfolios or recommend a third-party manager or sub-adviser. Financial Planning services help individuals and families identify, clarify and act upon their financial and life goals. Our four-step process integrates sound financial planning principles with some very valuable additional offerings.

Asset management is provided on a discretionary or nondiscretionary basis. Discretionary means the trading activity with your account is entered by us without receiving prior authorization for each trade. For nondiscretionary accounts, you make the ultimate decision regarding the purchase and/or sale of investments. An Investment Policy Statement will be completed for each client to detail the specific financial needs, the goals, and any restrictions on investing in certain securities or types of securities. Each client with over \$500,000 under our management will also receive an annual Investment Review. We monitor your account at least quarterly and quarterly performance reports will be provided on each portfolio account with a value of at least \$50,000. We will offer you advice on a regular basis and contact you at least annually to discuss your portfolio. We have a \$300,000 or \$500,000 minimum account size depending on the fee schedule. All fees and account minimums may be waived or negotiated at our choice. We do not restrict our advice to limited types of products or investments.

For additional information, please see our Form ADV Part 2A brochure Items 4, 5, and 7, which is available online at: <https://adviserinfo.sec.gov/firm/summary/109228>.

Conversation Starters. Questions to Ask Us:

- 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?

We offer our services on a fee based upon assets under management through various service plans and we also offer asset management services through selection and monitoring of third-party manager programs or sub-advisers. We provide discretionary portfolio management services for an annual fee, which is negotiable and varies between 0.00% and 1.25% depending upon the market value of the assets under management. In addition, we offer financial planning services based on your assets under management and your choice of three services levels, bronze, silver, or gold. The three service level financial planning services pricing is decreased if you also select asset under management services. The more assets you have in your advisory account, the more you will pay us. Therefore, we have an incentive to increase the assets in your advisory account in order to increase our fees. Our fees are prorated and charged monthly, in arrears, and automatically deducted from your account, which will reduce the value of your account. When a third-party manager or sub-adviser is selected, you will pay their fee directly.

We provide financial advice as requested, based on the objectives, constraints and other information you provide. These services will be invoiced at up to an hourly rate of \$400 and will be invoiced after the service is provided. At the time of engagement, a deposit of up to 50% may be required with the balance due upon delivery of the requested services. There is no account minimum for this service. The hourly rate may vary depending on the complexity of your financial situation and the services provided. The broker-dealer that holds your assets may charge you a transaction fee when we buy or sell an investment for you. These transaction fees are in addition to our fees. You may also pay charges imposed by the broker-dealer for custodial fees, account maintenance fees, fees related to mutual funds and variable annuities, and other product-level 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.

For additional information, please see our Form ADV Part 2A brochure Items 5 and 12, which is available online at: <https://adviserinfo.sec.gov/firm/summary/109228>

- 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.

We recommend that you establish an account with a third-party independent custodian. We receive research products and services from the custodian to assist us in the performance of our investment decision-making responsibilities. These arrangements present a conflict of interest in that we have a financial incentive to recommend that you maintain your account with the custodian for the availability of these products and services and not solely on the nature, cost, or quality of custody and brokerage services provided by the custodian.

We have entered into a promotion agreement with Johnne Syverson, an Investment Adviser Representative of Syverson Stregé. We have agreed to share revenue on investment accounts and financial planning for those clients referred to us by Johnne Syverson. These fees paid to Johnne Syverson cause no variance in the fees charged to any client.

We pay Wealthramp, Inc. (Wealthramp) for client referrals through its participation in Wealthramp's program. These fees paid to Wealthramp cause no variance in the fees charged to any client. All fees will be disclosed at the time of the solicitation with the client.

We paid NAPFA, an industry membership association, a fee to have our website listed on NAPFA's website. This fee was a one-time only fee and was not dependent on the number of referrals received as a result of the listing. On-going membership in NAPFA is required.

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

For additional information, please see our Form ADV Part 2A brochure Items 5 and 12, which is available online at: <https://adviserinfo.sec.gov/firm/summary/109228>.

How do your financial professionals make money?

Our financial professionals are compensated by a salary based on their duties and the revenue our firm earns from its financial planning and advisory services.

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

No, our firm or financial professionals do not have any legal or disciplinary history. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

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

For additional information about our services, you may visit the SEC's website at adviserinfo.sec.gov by searching CRD #109228. If you would like additional, up-to-date information or a copy of this disclosure, please contact our firm at (515) 225-6000.

- 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?

Exhibit 1

We changed this sentence from:

We offer investment advisory services to retail investors, including financial planning, asset management, and selection of third-party managers.

To:

We offer investment advisory services to retail investors, including financial planning, asset management, and selection of third-party managers **and sub-advisers**.

We changed this sentence from:

We generally manage your portfolio by allocating assets among various mutual funds and exchange-traded funds using one or more of our proprietary model portfolios or recommend a third-party manager.

To:

We generally manage your portfolio by allocating assets among various mutual funds and exchange-traded funds using one or more of our proprietary model portfolios or recommend a third-party manager **or sub-adviser**.

We changed this sentence from:

We offer our services on a fee based upon assets under management through various service plans and we also offer asset management services through selection and monitoring of third-party manager programs.

To:

We offer our services on a fee based upon assets under management through various service plans and we also offer asset management services through selection and monitoring of third-party manager programs **or sub-advisers**.

We changed this sentence from:

When a third-party manager is selected, you will pay their fee directly.

To:

When a third-party manager **or sub-adviser** is selected, you will pay their fee directly.

We deleted the following two paragraphs:

We pay Funeral Services of Iowa, Inc. ("FSI") or other various trade associations 10% of our first year fees, received annually for their endorsement and referral of members to us that subsequently become a client. Every year that the Client renews the financial planning contract, the referring party will receive 10% of the investment consulting fees received by us for members on a quarterly basis. This fee paid to FSI causes no variance in the fees charged to any client.

Iowa Funeral Directors ("IFDA") members or prospective members receive an initial consultation at no charge and a 10% discount for the IFDA member's first year planning fee. We require the IFDA member to sign a referral disclosure form acknowledging the revenue sharing agreement with FSI and the following activities with IFDA and its members. On occasion, we will submit an article for publication in Communiqué', the IFDA bimonthly newsletter, pay for advertising space in Communiqué', reserve a booth at the IFDA hosted annual convention, and make presentations during the IFDA annual convention which includes a cost to us for these activities.

We changed the following paragraphs from:

We pay Johnne Syverson ("Syverson") as follows: If Syverson introduces Syverson Strege to a prospective client, future contracts between Syverson Strege and that prospective client fall under this Agreement. This Agreement does not pertain to referrals originating from an existing client and sent to Syverson via phone or email.

REVENUE SHARING ON INVESTMENT ACCOUNTS:

If Syverson refers a new client who establishes a fee-paying investment account with the investments managed by Syverson Strege, Syverson Strege will pay Syverson a revenue sharing fee, calculated in the following manner:

Take the value of the account on the one-year anniversary of the client contract date and estimate the fee Syverson Strege would receive on that amount in the coming 12 months.

On accounts assigned the "wealth management fee schedule" Syverson will receive an amount equal to 80% of the estimated one year of fees, payable in the month after the one-year contract anniversary.

On accounts assigned any fee schedule other than the "wealth management fee schedule" Syverson will receive an amount equal to 100% of the estimated one year of fees, payable in the month after the one-year contract anniversary.

REVENUE SHARING ON FINANCIAL PLANNING ONLY REFERRALS

If Syverson refers a client to Syverson Strege and the client contracts with Syverson Strege for financial planning services only (i.e. there is a separate financial planning fee and not an all-inclusive wealth management fee), Syverson Strege will pay Syverson 20% of the contracted revenue for the first contract year, paid upon receipt of payment from the client.

These fees paid to Syverson cause no variance in the fees charged to any client.

To:

We have entered into a promotion agreement with Johnne Syverson, an Investment Adviser Representative of Syverson Strege. We have agreed to share revenue on investment accounts and financial planning for those clients referred to us by Johnne Syverson. These fees paid to Johnne Syverson cause no variance in the fees charged to any client.

We deleted the following two paragraphs:

We pay Fox Growth Strategies ("FGS"), an event management company, 20% of Adviser's first year financial planning fees, paid upon receipt of payment from the client, for referrals to Adviser that subsequently become a client.

We pay Zoe Financial, Inc. for client referrals through its participation in the Zoe Advisor Network. Zoe Financial established the Zoe Advisor Network as a means of referring individuals and other investors seeking fiduciary personal investment management services or financial planning services to independent investment advisors. We pay Zoe Financial an on-going fee for each successful client referral based on a percentage of the client's assets under management. These fees paid to Zoe Financial cause no variance in the fees charged to any client.