

## ITEM 1. INTRODUCTION

LaSalle Investment Advisors, Inc. is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS).

## ITEM 2. RELATIONSHIPS AND SERVICES

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

We offer the following investment advisory services to you:

**Asset Management:** We will offer you advice on a regular basis. We will discuss your investment goals, design with you a strategy to achieve your investment goals and regularly monitor your account. We will manage your account on a discretionary basis (we can buy and sell investments in your account without asking you in advance).

We generally do not limit clients to proprietary products or a limited menu of products and types of investments. This service will continue until terminated pursuant to the terms of your executed Advisory Agreement.

We do not have a minimum to open an account.

**Financial Planning:** Services will be provided to you based on your selection on the Advisory Agreement and may include, but are not limited to, a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans that have recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations. Services will be considered complete upon delivery of the plan.

### **Additional Information**

For more information about our services, fees, and other disclosures, please refer to Form ADV Part 2A, Items 5 and 7.

**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?”

## ITEM 3. FEES, COSTS, CONFLICTS, AND STANDARD OF CONDUCT

### *What fees will I pay?*

You may pay the following fees:

**Asset Management:** The amount paid to our firm and your financial professional generally does not vary based on the type of investments selected on your behalf. The asset-based fee reduces the value of your account and will be generally deducted from your account. Some investments (such as mutual funds, variable annuities, and ETFs) impose additional fees that will reduce the value of your investment over time. Our fees vary and are negotiable. You will also pay fees to a broker-dealer or bank that will hold your assets (called “custody”). Fees are billed quarterly in. You pay our advisory fee even based on assets under management within the account. Generally, the more assets you have in the advisory account, the more you

will pay in total fees. We therefore have an incentive to increase the assets in your account in order to increase our fees.

**Financial Planning:** Financial planning costs may be covered by Asset Management fees described above. When Asset Management fees are not sufficient, we charge on a fixed fee basis.

#### **Additional Information**

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 information regarding our fees and costs, review ADV Part 2A Item 5.

**Conversation Starters** Questions to ask us:

- “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 must 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.

**Investment Accounts:** Generally, we get paid based on the assets in your account. We may recommend that you add assets or funds into that account. Even though that advice may be in your best interest, that advice is conflicted because the more money in your account, the more we would collect in fees from you.

#### **Additional Information**

For more information about our conflicts of interest, we recommend reading our ADV Part 2A, Items 4 and 10.

**Conversation Starters** Questions to ask us:

- “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 for their services. Bonuses are paid from time to time based on our owner’s discretion.

This is a conflict of interest because our financial professionals have an incentive to encourage you to increase your assets in your accounts, recommend our advisory services to you, and recommend you purchase investments that result in additional compensation to them. For more information about our conflicts of interest, we recommend reading our ADV Part 2A, Items 4 and 10.

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## ITEM 4. DISCIPLINARY HISTORY

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

Yes

#### **Additional Information**

For more information, visit [Investor.gov](http://Investor.gov) to research us and our financial professionals.

**Conversation Starters** Questions to ask us:

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

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## ITEM 5. ADDITIONAL INFORMATION

To find additional information about LaSalle Investment Advisors, Inc. and to request a copy of the relationship summary, please use one of the following:

Website: [www.lasalleia.com](http://www.lasalleia.com)

Address: 1133 Quail Court, Suite 100 Pewaukee, WI 53072

Phone: 262-650-1099

**Conversation Starters** Questions to ask us:

- “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?”