

## INTRODUCTION

SoundView Advisors is registered with the Securities and Exchange Commission (SEC).

Brokerage and investment advisory services and fees differ, and it is important for you to understand these 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 material about broker-dealers, investment advisers, and investing.

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

We offer a variety of investment advisory services to our clients. We work with you to identify your investment goals and objectives, as well as risk tolerance, to create an initial portfolio allocation designed to complement your financial goals and objectives. Our investment advisory services are offered on a discretionary or non-discretionary basis according to the authority you provide in an investment advisory agreement with us. When you grant us discretionary authority, you provide us with the authority to determine the investments to buy and sell in your account on an ongoing basis. You may impose reasonable restrictions on our discretionary authority, which must be provided to us in writing and accepted by us. If you do not provide us with discretion, then we will make recommendations, and you will have the final decision regarding whether we purchase or sell investments on your behalf. As part of portfolio management services, we will continuously monitor your investments and provide advice. We may create a portfolio consisting of, but not limited to exchange traded funds, no-load funds and/or load-waived funds (front-end commissions will not be charged although account custodians will, in some cases assess transaction fees). Financial Planning services are provided to all investment advisory clients at no additional fee.

Each portfolio will be initially designed to meet a particular investment goal, which SoundView Advisors has determined to be suitable to your circumstances. Once the appropriate investments have been determined, we will review the portfolio on an ongoing basis and adjust the portfolio as needed based on our analysis of markets, and your individual needs, stated goals, and objectives.. SoundView Advisors' strategy, generally, is to seek to meet your investment objectives while providing you with access to personal advisory services. In certain circumstances, we may recommend or work with sub advisors or limited partnerships.

We have a minimum fee for our ongoing investment advisory services.

Additional information about our services can be found in ADV Part 2A, Items 4 and 7.

*Ask your financial professional...*

- *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?**

Our Management Fees are calculated as a percentage of your assets under management. These fees are assessed on a quarterly basis, in arrears. You should be aware that the more assets there are in your account, the more you will pay in fees. This means we have an incentive to encourage you to increase the assets in your account.

We do not earn any commissions, hidden fees, or charge any other fees for the planning and investment services we provide. This means we have an incentive to work efficiently and utilize technology where we can. This means we have an incentive to recommend additional advisory services to you for which additional fees are charged.

Examples of the most common fees and costs applicable to retail investors include custodian fees, account maintenance fees, fees related to mutual funds and variable annuities, and other transactional fees and 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.

Please refer to firm's ADV Part 2, Item 5 for additional information regarding our fees.

*Ask your financial professional: 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 is an example to help you understand what this means.*

SoundView Advisors allows our employees to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Owning the same securities we recommend (purchase or sell) for you presents a potential conflict of interest that, as fiduciaries, we must disclose to you and mitigate through policies and procedures.

*Ask your financial professional: How might your conflicts of interest affect me, and how will you address them?*

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

Our financial professionals are compensated based solely on their industry experience, longevity with the firm, and other merit-based considerations. Their compensation is not tied to an employee's number of clients or total assets managed, revenue or leads generated, or any other sales-driven metric. In addition, the firm does not have a bonus or commission structure; simply salary + benefits.

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

No. Please visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research you and your financial professionals.

*Ask your financial professional: As a financial professional, do you have any disciplinary history? For what type of conduct?*

*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?*

Additional information about SoundView's service and to request a copy of ADV Part 3 (Form CRS), please contact us at (206) 682-7713 or [info@soundviewadvisors.com](mailto:info@soundviewadvisors.com).