

Item 1. Introduction

Investment Advisor Alliance (“IAA”) is an investment advisor registered with the Securities and Exchange Commission. Brokerage and investment advisory services and fees differ and that it is important for the 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.

Item 2. What investment services and advice can you provide me?

We offer investment advisory and financial planning services to individuals and families. We manage portfolios where we receive discretionary authority (this means we can buy and sell investments in your account without asking you in advance) via our agreement with you, can select a third party manager on your behalf, and monitor these investments on a regular basis. We do not provide advice on alternative investments such as private placements, non-publicly traded securities, hedge funds, or similar types; though we provide an opinion, when asked, for you to determine the investment merits for yourself. We maintain a minimum of a \$100,000 household balance to open an account with us, but this can be waived at our discretion.

Additional information about our services can be found in Items 4 and 7 of our ADV Part 2A; available online at <https://adviserinfo.sec.gov/firm/brochure/125185>.

Conversation Starters to ask you 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?

Item 3A. What fees will I pay?

For financial planning services the rates vary up to \$300 per hour. We may also offer a fixed rate for a relationship or project that we agree upon prior to beginning the engagement that can range to \$25000. Our ongoing fees for managing your assets are billed quarterly, in advance, and can range up to 1.7% of the account value depending on the service selected. Your Investment Advisory Contract will list what the agreed upon fee is for you. The more assets there are in the managed account, the more you will pay in fees, and the firm may therefore have an incentive to encourage you to increase the assets in the account. In addition to our advisory fee, you will also be responsible for custodian fees, account maintenance fees, fees related to mutual funds or ETFs, and other transactional fees. If a third party manager is selected they will assess their own fees as well.

Additional information about our services can be found in Item 5 of our ADV Part 2A; available online at <https://adviserinfo.sec.gov/firm/brochure/125185>. 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.

Conversation Starters to ask you 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?

Item 3B. 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. As an example, some of our representatives are also licensed insurance agents and may recommend life or annuity products for which they will be paid a separate commission. However, you are under no obligation to buy from them.

Additional information about our services can be found in Item 10 of our ADV Part 2A; available online at <https://adviserinfo.sec.gov/firm/brochure/125185>.

Conversation Starters to ask you financial professional: How might your conflicts of interest affect me, and how will you address them?

Item 3C. How do your financial professionals make money?

Our financial professionals are compensated based on the revenue they earn from their advisory services, the amount of client assets they service, and the time and complexity required to meet a client's needs. This means financial professionals have an incentive to increase the asset size in the relationship or solicit new business, taking time away from the day-to-day servicing of current clients; however, our service structure helps your representative with many day-to-day items.

Item 4. Do you or your financial professionals have legal or disciplinary history?

Yes. Although neither Investment Advisor Alliance or ownership have any legal or disciplinary history; a few of our representatives have disclosures unrelated to their work with us. Visit investor.gov/ for a free, simple search tool to research us and our financial professionals. There, you can look up your representative's name and see their professional disclosures.

Conversation Starters to ask you financial professional: As a financial professional, do you have any disciplinary history? For what type of conduct?

Item 5. Additional information

You can find additional information about our investment advisory services by visiting adviserinfo.gov and searching with our CRD #125185 or by visiting www.iaaplatform.com. You can request up to date information and a copy of our client relationship summary by contacting us at info@iaaplatform.com or (800) 607-3340.

Conversation Starters to ask you financial professional: 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?