



Daybright Advisory Services, Inc. is an investment adviser registered with the Securities and Exchange Commission (“SEC”). Investment advisory services and fees are different than the services and fees provided by a broker-dealer and it is important for you to understand the differences. There are free and simple tools available allowing you 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 in general.

What investment services and advice can you provide me?

We provide investment advisory services to individuals & personal trusts, pension & profit sharing plans, government entities and other institutional clients. These services include, but are not limited to, pension consulting, pension investment management, individual portfolio management and financial planning. We monitor your investments on an ongoing basis and review your account no less than quarterly. We will confer with you via phone, email and/or meetings to discuss your investments and any changes to your financial situation. Our advisory services are offered on a discretionary or non-discretionary basis. Under a discretionary management agreement, we have the authority to execute investment decisions based on your financial goals, objectives and risk tolerance. Under a non-discretionary arrangement, we would seek your written or verbal approval prior to executing our recommendations on your behalf. Portfolios are invested in mutual funds, ETFs, equities, bonds and other assets as deemed appropriate for your account. We may recommend third party money managers as well. Our minimum account size for investment advisory services is \$100,000; however, we reserve the right to waive this minimum at our discretion.

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?*

For additional information about our services, please see Item 4 and Item 7 of our Disclosure Brochure at <https://adviserinfo.sec.gov/firm/brochure/133795>

What fees will I pay?

Information about our advisory fees is found in our Disclosure Brochure. Fees for investment advisory services are charged for each billing cycle (monthly or quarterly) based on the balance of your account. Fees may be billed in advance or arrears and are subject to negotiation. Your fee will be determined based on a number of factors, including the amount of assets in your account and the nature and complexity of the services you require. The specific fee schedule and terms that apply to your account are stated in your investment advisory agreement. Financial Planning fees are charged on a fixed or hourly fee basis, typically costing in the range of \$1,500 to \$5000.

The types of fees we receive may create a conflict of interest. Asset-based fees incentivize us to encourage you to add more assets to your account. You will also incur other fees directly or indirectly. These may include but are not limited to custodian fees, account maintenance fees, mutual fund expenses, transaction costs, trade-away fees, account transfer fees, wire transfer fees, interest and taxes. You will pay these 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

- *Help me understand how these fees and costs might affect my investments. If I give you \$100,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

For additional information about our fees, please see Item 5 of our Disclosure Brochure at <https://adviserinfo.sec.gov/firm/brochure/133795>

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 affect the investment advice we provide you. Examples could include recommending that you transfer an account into an account managed by us, or recommending that your assets remain in your account rather than satisfying a debt obligation.

Our affiliate, The Retirement Plan Company, LLC, ("TRPC") provides recordkeeping, administration, actuarial and consulting services to qualified retirement plans. The Retirement Plan Company provides these services to some of our clients. We recommend the services provided by The Retirement Plan Company to advisory clients, and vice versa. Clients are not required to use the services of the affiliate company as a condition of utilizing our advisory services.

We receive benefits from the custodian we recommend that include investment-related research, quotes and market data; technology that allows us to service your account including trading and access to your account data; compliance and/or practice management-related publications; free or discounted conferences, meetings and other educational and/or social events; marketing support; and/or other products and services that assist us in operating our business. The economic benefit we receive creates a conflict of interest and may influence our choice of custodian for custody and brokerage services.

Conversation Starters

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

For additional information about our conflicts of interest, please see Item 12 and Item 14 of our Disclosure Brochure at <https://adviserinfo.sec.gov/firm/brochure/133795>

How do your financial professionals make money?

Our financial professionals are compensated based on a combination of one or more of the following criteria: salary, bonus, client assets under management and the profits of the firm. You should discuss your financial professional's compensation directly with your financial professional.

Do your financial professionals have legal or disciplinary history?

No. Our financial professionals do not have any legal or disciplinary history. There are free and simple tools available allowing you 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 in general.

Conversation Starters

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

For additional information about our services

If you would like additional information about our advisory services, or a copy of this relationship summary please call us at (813) 379-9549.

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?