
Introduction

Gira & Gira Investment Advisors, LLC (“Gira & Gira”) is registered with the Securities and Exchange Commission as an investment adviser. We provide advisory accounts and services to retail clients. We are not a broker-dealer. Brokerage and investment advisory services and fees differ and it is important for you 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?

Asset Management Services


Gira & Gira provides asset management services. When Gira & Gira is engaged to provide asset management services on a discretionary basis, Gira & Gira will monitor your accounts to ensure that they are meeting your asset allocation requirements. If any changes are needed to your investments, Gira & Gira will make the changes. These changes may involve selling a security or group of investments and buying others or keeping the proceeds in cash. You may at any time place restrictions on the types of investments Gira & Gira may use on your behalf, or on the allocations to each security type. You will receive written or electronic confirmations from your account custodian after any changes are made to your account. You will also receive statements at least quarterly from your account custodian. Clients engaging us on a discretionary basis will be asked to execute a Limited Power of Attorney (granting us the discretionary authority over the client accounts) as well as an Investment Management Agreement that outlines the responsibilities of both the client and Gira & Gira.

When a client engages Gira & Gira to provide investment management services on a non-discretionary basis, we monitor the accounts in the same way as for discretionary services. The difference is that changes to your account will not be made until Gira & Gira has confirmed with you (either verbally or in writing) that our proposed change is acceptable to you.


We generally require a minimum account value of \$15,000. This minimum may be waived at the discretion of Gira & Gira.

Financial Planning Services

The client will provide Gira & Gira with all information relevant to their financial position. Gira & Gira will use this information to create an investment plan for the purpose of evaluating present status to the likelihood of accomplishing ultimate goals, as well as to monitor client progress through time. This work is intended to be a general guide to aid in the overall planning process, with a key element of an early alert if a plan is falling off target and at risk of missing a major goal.

 ***“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?

Asset management fees are paid as a percentage of assets under management with Gira & Gira varying from 0.0% to 1.00%. These fees will be paid monthly, in advance, and will be debited directly from the client’s account. The amount paid to our firm generally does not vary based on the type of investments we select on your behalf. The more assets you have in the advisory account, the more you will pay us (but at a reduced percentage per our fee schedule). We therefore have an incentive to increase the assets in your account to increase our fees.

There are no additional fees payable to Gira & Gira. Clients may incur other expenses with the implementation of advice provided such as commissions, custodian fees, or ETF expenses. None of these fees are payable to Gira & Gira.

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 specific information regarding our fees, please refer to our disclosure brochure, the ADV 2A under Item 5 Fees and Compensation.

 ***“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 may recommend a particular custodian from whom we receive support services. This presents a conflict of interest, because our receipt of their support makes us more inclined to continue using and recommending them.
- We may recommend rollovers out of employer-sponsored retirement plans and into Individual Retirement Accounts that we manage for an asset-based fee. If we don't currently manage your account held with your employer's plan, this will increase our compensation.
- The higher the AUM a client has placed with Gira & Gira, the more the client will pay in fees. Therefore, Gira & Gira may have an incentive to encourage clients to increase the assets in their account.

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

How do your financial professionals make money?

Financial professionals of Gira & Gira are paid a portion of the asset management fees collected from clients. Financial professionals are not rewarded sales bonuses. Financial Professionals with more assets under management with us can receive a higher percentage share of the advisory fees you pay us. *Therefore, Financial Professionals have an incentive to increase the amount of assets in your and other client accounts.*

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


Yes. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs).

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

Additional Information

For additional information about our investment advisory services, see our Form ADV brochure on IAPD on Investor.gov. You can obtain a hard copy of this Form CRS or the Form ADV brochure by calling 540-433-7600 or writing to us at 316 Neff Ave, Harrisonburg, Virginia 22801.

 ***“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?”***