



Date Received: _____

Customer Relationship Summary – Form CRS

Client Signature: _____

As of October 9, 2020

Introduction

Visionary Wealth Advisors, LLC (“Visionary”) is registered with the U.S. Securities and Exchange Commission as an investment adviser. Investment advisory services and fees differ from those of a broker-dealer, 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://www.investor.gov/crs), which also provides educational materials about investment advisers, broker-dealers, and investing.

What investment services and advice can you provide me?

Visionary offers investment advisory and financial planning services to retail clients, including retirement plan participants. Typically, we utilize bonds, equities, ETFs, and mutual funds to build diversified model portfolios for clients. Visionary does not offer or sell proprietary investment products. Your financial advisor is expected to monitor your portfolios on an on-going basis and make any adjustments consistent with your investment objectives and goals. Your advisor should meet with you at least annually to address any changes in your financial situation and review recommended changes to your portfolio.

You may allow us to buy and sell investments in your account without asking you in advance (“discretionary”), or we may give you advice and you make the ultimate decision regarding what investments to buy or sell (“non-discretionary”). Your client agreement will specify whether you have a discretionary or non-discretionary account with us. Notably, non-discretionary accounts may limit our ability to proactively manage the account, especially in times of extreme market volatility. We may recommend or select other outside portfolio managers to manage certain investments in your account. You may contact us to impose reasonable restrictions on the management of your account.

We do not have a formal account minimum, although we generally recommend a minimum account size of \$10,000. We target clients who prefer a long-term investment focus rather than seeking short-term gains. We do not adjust portfolios based on market timing; however, we will periodically rebalance or tax loss harvest when necessary. For additional information, please see Items 4 and 7 of our Form ADV, Part 2A Brochure.

Conversation Starter: Ask your financial advisor: *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?

We generally charge a tiered fee based on a percentage of the asset value in your account, subject to negotiation. These fees are assessed on a quarterly basis, in advance. We have some legacy clients whose account is charged in arrears. On occasion, we may also charge quarterly fixed fees for investment or financial planning services. Typically, fees are deducted directly from your account, although you may choose to pay Visionary with a check.

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. For example, we may recommend that you withdraw assets from an employer’s retirement plan and roll the assets over to an individual retirement account (an “IRA”) that we manage; however we should only do that if deemed in your best interest.

We offer a wrap fee program, which provides you the opportunity to trade in certain securities without incurring separate transaction charges. With this program, a portion of your advisory fee is used to cover the transaction costs. Participation in a wrap program could cost you more than paying on a per transaction basis and paying a separate fee for advisory services. You may receive advisory services outside of the wrap fee program, in which case you would pay an advisory fee and would be charged separately for transactional costs.

We charge our fee even if we do not buy or sell assets in your account, or if your account is profitable. Assets managed by a sub-advisor are subject to the sub-advisor’s management fee (“SMA Fee”) as well as our fee. In addition to advisory fees, you may incur additional fees and costs related to the investments in your account, such as custodian fees, account maintenance

fees, transaction costs, surrender charges, wire transfer and electronic fund fees, internal management fees or redemption fees of mutual funds and variable annuities.

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 additional information, please see Item 5 of our Form ADV, Part 2A Brochure and our Wrap Program Disclosure Brochure.

Conversation Starter: Ask your financial advisor: *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 or financial planning advice we provide you.

Here is an example to help you understand what this means. Some of our financial advisors receive commissions for selling insurance products, in their capacity as a licensed insurance salesperson. Thus, they have an incentive to recommend the sale of these insurance products versus other investments that do not pay commissions. Also, certain custodians make free services available to us, including consulting, access to research, and conferences on practice management. These services may give us an incentive to recommend that clients open or maintain accounts with these custodians.

We are fiduciaries to you. That means we are required to act in your best interest throughout our entire advisory relationship. For additional information, please see Items 10, 11, and 12 of our Form ADV, Part 2A Brochure.

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

How do your financial professionals make money?

Visionary's financial advisors are either independent contractors or employees. Generally, the advisor's compensation is directly related to the amount of client assets under the advisor's management and the advisory fees collected. A conflict of interest exists where an advisor could be motivated to increase assets under his management regardless if it is in the client's best interest; however, as a fiduciary, we always strive to act in our clients' best interest.

We do not pay compensation based on sales of specific products or sales quotas. Advisors may receive commissions from their sale of insurance products, and thus have an incentive to recommend the sale of these insurance products versus other investments that do not pay commissions.

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

No, for Visionary Wealth Advisors. Yes, for our financial professionals. Please visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

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

Additional Information

For additional information about our services, see our Form ADV Part 2A, 2B, and Form CRS, at adviserinfo.sec.gov. Your financial advisor should provide you a copy of his individual Brochure Supplement, Form ADV Part 2B. Additional copies of these documents may be obtained by contacting our compliance office at compliance@vwa-llc.com or 618.726.3000.

Conversation Starter: Ask us questions to help you understand how to get additional information: *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?*