



Valor Advisors LLC

June 30, 2020

## FORM CRS – Client Relationship Summary

### Introduction:

Valor Advisors LLC ("Valor") is an investment adviser registered with the Securities and Exchange Commission. We feel it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at [www.investor.gov/CRS](http://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?*

Our Firm offers investment advisory services. Generally, our minimum account size requirement is USD \$10 million. Our advisory services for retail investors include the following:

**Non-discretionary Services.** Our primary business consists of providing non-discretionary advisory services to ultra-high net worth families residing in Latin America. We monitor your accounts on an ongoing basis (at least monthly). We contact you to recommend investment strategies and/or buy and sell transactions based on your financial holdings, profile and objectives. You make the ultimate decision whether to buy or sell the security. We do not arrange for any transactions in your account unless you authorize us to do so.

**Discretionary Services.** We also offer discretionary investment management services. We monitor the accounts on an ongoing basis (at least monthly). We have discretionary authority with respect to these accounts, which means we don't need to contact you when buying or selling in your account. You will sign an investment management agreement giving us this authority. This agreement remains in effect until you or we terminate the relationship.

**Investment Consulting Services.** We provide investment advice and portfolio analyses and/or recommendations to clients on an ongoing basis. Recommendations may cover not only the accounts owned directly by you but also accounts of entities owned by you. When we make a recommendation, you make the ultimate decision whether to buy or sell the security. We will arrange for effecting the securities transaction(s) we recommend only upon your authorization to do so.

Additional information about our advisory services is located in Items 4 and 7 of our Firm Brochure, which is available online at <https://www.valorad.com/>.

#### Questions to Ask Us:

- ✓ 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?*

For discretionary and non-discretionary investment management services, we charge an ongoing quarterly fee based on the value of the investments in your account. Our general fee schedule ranges from an annualized 0.75% to 1.00% of the account's value. Alternative performance-based pricing is available for discretionary services. Fees will either be invoiced or will be automatically deducted from your account, as agreed by us and you. We have an incentive to encourage you to increase the assets in your account. We also have an incentive to increase the value of your account over time which will increase our fees over time. For non-discretionary and consulting services, we may alternatively charge a fixed fee or, when the fee is based on the assets under management, we may require you to pay a minimum quarterly fee.

The broker-dealer (and/or custodian that holds your assets) can charge you a transaction fee when we buy or sell an investment for you. These transaction fees are in addition to our fee for investment advisory services. Our fees do not cover: (1) brokerage transaction costs; (2) product-level fees (sales loads or charges), administrative fees, account maintenance fees, and other fees charged by the custodian, distributor, or issuer of the securities bought or sold; (3) administrative fees charged by the

broker-dealer or clearing firm; (4) odd-lot differentials; (5) transfer taxes; (6) postage and handling fees; or (7) advisory fees and expenses of mutual funds, closed-end investment companies, or exchange-traded funds (“ETFs”) held in your account.

See Item 5 of our Brochure at <https://www.valorad.com/>, which provides more detailed information about fees and costs. 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.

**Question to Ask Us:**

- ✓ Help me understand how these fees and cost might affect my investments. If I give \$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:

- For the discretionary accounts, there may be periods of time with low or no transaction activity. In these low turnover situations, you would likely have paid lower fees overall if you had purchased the same securities in a brokerage-only account with a traditional pay-per-trade commission structure.
- Our affiliate, Valor Ins LLC, is an insurance general agent. One or more of our financial professionals is associated with Valor Ins and will receive commissions or share in other fees paid by the insurance company issuing the products purchased by you. Remuneration is based on the premiums you pay. This arrangement incentivizes us to recommend insurance products. Similar insurance products may be available from other sources and at a lower cost.
- When we simultaneously manage performance-based fee accounts and accounts where fees are based on the value of all the assets in your account, we have an incentive to favor accounts for which we are receiving the performance-based fee.

See our Web site at <https://www.valorad.com/>, which includes our Brochure, for more information about conflicts of interest.

**Question to Ask Us:**

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

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

We pay each of our financial professionals either a salary and bonus, a percentage of the advisory fees we collect from the accounts they manage, or a fixed payment in addition to a percentage of advisory fees collected. Our financial professionals who are associated with Valor Ins will receive commissions from the insurance companies issuing the products purchased by you or service fees for the management of Valor Ins, which fees are derived from insurance commissions received.

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

No, we do not have reportable legal or disciplinary history. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

**Question to Ask Us:**

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

**Additional Information**

**You may request additional information** about our investment advisory and consulting services, request up-to-date information, and request a copy of our most recent relationship summary by **contacting us** at [francisco.secada@valorad.com](mailto:francisco.secada@valorad.com) or calling us at 305-424-1432.

**Questions to Ask Us:**

- ✓ Who is my primary contact person?
- ✓ Is he or she a representative of an investment adviser or broker-dealer?
- ✓ Who can I talk to if I have concerns about how this person is treating me?