

Form CRS - Customer Relationship Summary as of June 25, 2020

Item 1. Introduction

Intro to Intelligence Driven Advisers

Intelligence Driven Advisers "IDA" is registered with the Securities and Exchange Commission (SEC) as an Investment Adviser. At IDA, we take a comprehensive approach to financial planning and investment management. Our client experience is shaped by our collaborative team effort to determine what we believe is the most appropriate investment strategy that includes tailored solutions for retirement planning, tax planning, estate planning, income and asset protection. We provide advice that is always in the best interest of the client while fully disclosing any potential conflicts of interest.

Brokerage and investment advisory services and fees differ, and it is important for you to understand these 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 broker-dealers, investment advisers, and investing.

Item 2. Relationships and Services

What investment services and advice can you provide me?

We offer Financial Planning and Investment Management Services to investors. As part of our Investment Management Services, we utilize IDA Model Portfolios (as described in our Form ADV Part 2A), which include investments in exchange traded funds ("ETFs") and mutual funds. In some cases we also offer customized account management and robo-adviser accounts. In other cases, IDA will utilize equities, bonds, U.S. Treasuries, certificates of deposits, and/or investments in affiliated and unaffiliated private funds ("Private Funds"). Our Investment Management Services are provided on a discretionary basis. With discretionary authority, IDA determines the appropriate investment strategy and implements it at our discretion pursuant to the client's financial plan and consent. We maintain this discretion until it is revoked (e.g., by termination of our agreement or upon written instruction from you). As part of our services, we monitor your managed account(s) on an ongoing basis. We do not require a minimum amount for managed accounts, but we do have a minimum fee requirement (see Item 3 below). Our Financial Planning and Consulting Services are based around your financial goals, objectives, priorities, vision, and legacy – for a client's short and long term goals. These services are provided on a non-discretionary basis. This means we provide recommendations and you make the decision on whether or not to implement them with us, or at all. You also have the option to implement recommendations through IDA, but you are not obligated to do so. *For further information about our services and advice please read Items 4, 7, and 8 of our Form ADV Part 2A disclosure brochure. Click [here](#) for a copy or call us at (760) 707-5555.*

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?*

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Our maximum annual advisory fee for investment management services is 1.25% of a client's assets under management. The percentage charged is determined based on the size of assets under management, complexity of the portfolio(s), extent of activity in the account(s) and/or other factors. Our advisory fees are billed quarterly in advance and calculated based upon a percentage of your assets under management, including cash, cash equivalents, margin balances and accrued interest, as of the close of business on the last business day of the preceding calendar quarter. We typically require a minimum advisory fee of \$625 per quarter (\$2,500 per year). Our financial planning fees are assessed either as a one-time fixed fee or an ongoing fee, dependent upon the services received. Generally, rates range from \$500 to \$10,000 per financial plan, or from \$100 to \$475 per hour. Fees may be negotiable under certain circumstances. IDA does not charge performance-based fees, but certain Private Funds we may recommend do charge performance fees. These fees, along with any others, are outlined in their offering documents. Also, you will pay additional fees charged by third parties in connection with your managed account(s). These can include, but are not be limited to: custodial fees, internal fund expenses, 12b-1 fees, deferred sales charges, Private Fund management and incentive/performance fees, third party adviser fees, other transaction

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:

- *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 fees will I pay? (cont'd)

related fees, IRA and Qualified Retirement Plan fees, interest charged on margin borrowing, interest charged on debit balances, "spreads", and transfer taxes. It is important to note that IDA does not receive any portion of the fees imposed by such third parties. *For further information about our services and advice please read Items 5, 6, 10 and 14 of our Form ADV Part 2A disclosure brochure. Click [here](#) for a copy or call us at (760) 707-5555.*

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 are acting as a fiduciary and must act in your best interest. We do so while disclosing any potential conflicts of interest. We encourage you to ask us about these potential conflicts because they could affect the recommendations we provide you. Here are some examples to help you understand what this means:

- (i) *Proprietary Products:* Certain financial professionals are compensated as managing members of one of our affiliates, which serves as the managing member to our affiliated private fund, the Invictus Private Real Estate Fund.
- (ii) *Third-Party Payments:* When our financial professionals recommend fixed and life insurance products, they receive commissions and incentives when clients purchase such products.

More detailed information about our conflicts of interest can be found in Items 4, 5, 6, 10, 11, 12 and 14 of our Form ADV Part 2A disclosure brochure. Click [here](#) for a copy or call us at (760) 707-5555.

CONVERSATION STARTER:

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

How do your financial professionals make money?

IDA advisers are compensated based on the revenue earned from clients they serve including investment management, financial planning and the recommendation of certain insurance products. We do not receive any portion of the fees imposed by third parties. These types of compensation arrangements create a conflict of interest. *Additional information about the compensation received by IDA professionals and any related conflicts of interest are outlined in each professional's Form ADV Part 2B, which can be obtained by calling us at (760) 707-5555.*

Item 4. Disciplinary History

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

Yes. Visit Investor.gov/CRS for a free and simple search tool to research your financial professionals.

CONVERSATION STARTER:

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

Item 5. Additional Information

For more information

For additional information about our services, or a copy of this Form CRS visit www.idawealth.com or call our office at (760) 707-5555.

CONVERSATION STARTER:

- *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?*

The term "Form CRS" is used to also refer to "Form ADV, Part 3."