



Koenig Investment Advisory, LLC

Item 1. Introduction

Koenig Investment Advisory, LLC (“Koenig,” “we,” “us,” “firm,” and “our”), is an Oregon limited liability company registered as an investment advisor with the United States Securities and Exchange Commission. Brokerage and investment advisory services and fees differ and it is important that you understand the differences. Please note that free and simple tools are available to research advisory and brokerage firms and their associated financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisors, and investing.

Item 2. Relationships and Services

What investment services and advice can you provide me?

We offer investment supervisory services and financial planning and consulting services to retail clients.

Our investment supervisory services include a review of your unique financial circumstances and the design, implementation, and ongoing management of your designated investment account(s). We will directly invest the assets deposited to your account in line with your investment objectives and needs and our fiduciary duty to you. We will monitor your account regularly and implement changes in your investment portfolio as we believe to be in your best interests. When you engage us for these services, you will be required to enter into a discretionary management arrangement that allows us to buy and sell investments within your account without obtaining your specific consent prior to each transaction (a “discretionary account”). Your assets will be held by an independent qualified custodian (typically a bank or SEC registered broker-dealer) who will execute transactions for your account upon our instructions. You may impose reasonable restrictions on our ability to invest your account in certain securities, types of securities, or market sectors. Your account will be reviewed at least quarterly for proper asset allocation and to assure your portfolio of investments comports with your unique investment needs, goals, and restrictions.

Our financial planning and consulting services are tailored to assist clients in the management of their financial affairs. These services are typically included as part of our investment supervisory services, but may occasionally be offered on a stand-alone basis. We will review your financial situation and assets, risk profile, investment time horizon, and investment

goals and provide you with our financial recommendations, either in a written report or through informal discussions with the client (e.g., in-person, via telephone/teleconference, and/or e-mail). You will make all final investment decisions and be responsible for investment implementation and monitoring of all accounts not placed under our discretionary management. You are never obligated to engage our firm for implementation services.

We do have requirements for retail investors to open or maintain an account or establish a relationship. Our account minimum is \$100,000.00.

For additional information, please see our Form ADV, Part 2A brochure, specifically Items 4 and 7.

Conversation Starters: Ask us the following questions –

- 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?

If you open an advisory account, you will pay an on-going “asset-based fee” billed at the end of each quarter for our services, based on an annual percentage of the market value of the cash and investments in your advisory account.

The more assets you have in the advisory account, including cash, the more you will pay us in fees. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee quarterly even if there are no transactions in your account.

You will pay any applicable transaction fees when we buy and sell an investment for you. You may also pay fees to a broker-dealer or bank that will hold your assets (called “custody”). Other expenses you may pay include, but are not limited to, custodial fees, reporting fees, wire transfer fees and taxes. Some investments (such as mutual funds and variable annuities) impose additional fees that will reduce the value of your investment over time. Also, with certain investments such

as variable annuities, you may have to pay fees such as “surrender charges” to sell the investment.

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 our Form ADV, Part 2A brochure, specifically Item 5.

Conversation Starter: Ask us the following key question:

- “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 advisor? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment advisor, 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:*

Example 1: The value of your asset-based advisory fee account goes up, and while the annual percentage we charge may stay the same, the total compensation you pay us goes up proportionately.

Example 2: Your account value goes down, but you still must pay us an asset-based advisory fee proportional to your assets under management.

We can make additional money by advising you to rollover your retirement account from your current employer’s plan regardless of whether our investments result in better returns over time. Your financial professional receives compensation from these additional managed assets.

We are a “fee-only” investment advisor. This means that neither our firm, nor any of our financial professionals receive any commissions, transactions-based fees, referral fees, or any other form of compensation in connection with sale of securities or insurance products to clients. Our only source of income is the advisory fees paid to us by our clients for our investment advice. We believe this method of business best aligns with our fiduciary duty to you.

For additional information, please see our Form ADV, Part 2A brochure, specifically Item 5.

Conversation Starter: Ask us the following key question:

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

How do your financial professionals make money?

Our financial professionals may be compensated in one or more of the following ways: the amount of client assets that we service, the time and complexity required to meet client’s needs, or the revenue the firm earns from our advisory services or recommendations.

Our interests can conflict with your interests. We must tell you about them in a way you can understand, so that you can decide whether or not you to agree to them.

For additional information, please see our Form ADV, Part 2A brochure, specifically Item 5.

Item 4. Disciplinary History

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

No, the firm and/or its financial professionals do not have any reported disclosures. We encourage you to visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research any of our financial professionals.

Conversation Starter: Ask us the following key question:

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

Item 5. Additional Information

You can find additional information regarding our firm, including our Form ADV Part 2A by visiting <https://adviserinfo.sec.gov/firm/summary/311422>. You can obtain a current copy of this client relationship summary free of charge by visiting our website at www.koeniginvestment.com or by contacting us by telephone at (541) 608-0551. We will be pleased to answer any of your questions.

Conversation Starter: If you have any concerns, please let us know by asking the following questions:

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