

Relationship Summary

Measured Advisers, LLC is registered with the Securities and Exchange Commission as an investment adviser. 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?

We offer investment advisory services to retail investors, which principally include individuals and high-net-worth individuals. Our principal advisory business is rendering advice regarding the particular securities you should pledge as collateral for purposes of obtaining one or more loan(s) from independent and unaffiliated third-party banks and lending institutions (collectively referred to as the “Lenders”). Such securities collateralization advice is solely rendered algorithmically through our interactive website platform (the “Platform”), through which you will interact in lieu of receiving advice from a human being. The Platform prompts you to enter certain identifying information, link your existing brokerage account(s) via Application Programming Interface (“API”) technology, respond to certain questions about the loan(s) that are desired to be obtained, and provide other ancillary information needed for the Platform to algorithmically analyze which existing securities positions (collectively, the “Portfolio”) are appropriate to collateralize for the purpose of obtaining the desired loan(s). In connection with such securities collateralization advice, we are granted the limited discretionary authority to sell collateralized securities held in clients’ brokerage account(s) in the event that a client is delinquent or otherwise defaults on the loan(s) associated with such collateralized securities. Our discretionary authority to sell securities in your account(s) is granted in our advisory agreement and is limited by such limited power of attorney and our mutual ability to terminate the advisory agreement.

In addition to the securities collateralization advice described above, we (solely through algorithmic means as delivered via the Platform) additionally provide algorithmic, non-discretionary investment recommendations based upon your current financial condition, investment goals and objectives, risk tolerance, liquidity requirements, investment time horizon, sensitivity to market downturn, and other relevant information that is provided by you to the Platform.

When providing non-discretionary advisory services, you make the ultimate decision regarding the purchase or sale of investments. We only offer advice with respect to certain types of investments, which generally include stocks, bonds, exchange traded funds (“ETFs”) and mutual funds. We do not offer proprietary products. We generally require a minimum account size of \$20,000 to retain or maintain our advisory services. At this time, regular monitoring of your account(s) is not included as part of our standard advisory services, and you will retain the ultimate responsibility to monitor your account(s) on an ongoing basis. It is important that you keep us apprised of your financial situation so we can conduct more frequent reviews if necessary.

More detailed information about our services may be found in [Items 4 and 7 of our Form ADV Part 2A brochure](https://adviserinfo.sec.gov/firm/brochure/325831), available at <https://adviserinfo.sec.gov/firm/brochure/325831>.

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?”

What fees will I pay?

Retail investors will generally incur the following fees charged by us: an annual asset-based fee that generally ranges up to 0.25% of assets designated to be under our management, assessed quarterly based on the period-end value of assets under our management during the applicable billing period. However, our fees will be waived with respect to assets secured in connection with loans you obtain through the Platform. In addition, retail investors may also generally incur the following fees and costs charged by third-parties, depending upon the investments that are made and the types of transactions that are executed: custodian fees, account maintenance fees, product expenses such as internal expense ratios, and transaction charges.

Because we charge an asset-based fee on assets not used to secure loans, the more assets there are in your account(s), the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account(s).

Relationship Summary

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.

More detailed information about our fees and costs may be found in [Item 5 of our Form ADV Part 2A brochure](#).

Conversation Starter

“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 have established– and will continue establishing– relationships with various third party Lenders for the purpose of facilitating loans for retail investors from such Lenders by collateralizing securities in retail investors’ brokerage accounts. In addition to advising with respect to the particular securities that should be collateralized for purposes of obtaining a loan, the Platform will also algorithmically assist retail investors in actually obtaining such loans from the Lenders. To the extent your loan is actually funded by a Lender, we or one of our corporate affiliates will receive a portion of the interest charged by the Lender to you. This creates a financial incentive for us to facilitate loans with Lenders, and in particular to direct you to Lenders that pay a higher portion of the interest charged to you. To learn how we address this incentive, please refer to [Item 10 of our ADV Part 2A brochure](#)

Conversation Starter

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

More detailed information about our conflicts of interest may be found in our [Form ADV Part 2A brochure](#).

How do your financial professionals make money?

Our financial professionals are compensated based on salary. They are not compensated based on the sale of a particular investment product and do not earn commissions except a portion of the interest charged by a Lender to you for loans obtained through our Platform as described above.

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

No. You may visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

Conversation Starter

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

Additional Information

You can find additional and up-to-date information about our investment advisory services and request a copy of the relationship summary by visiting <https://measured.fi>, emailing david@measured.fi, or calling (323) 788-8474.

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?”