

Orchid Advisory, LLC

Client Relationship Summary (Form CRS)

Is an Investment Advisory Account Right for You?

There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you.

Item 1. Introduction

Orchid Advisory, LLC ("Orchid", "Firm", "We", "Us", "Our") is an SEC registered investment advisor and provides advisory services for a fee rather than for brokerage commissions. As a retail investor, it is important to understand the differences between services and fees of an investment advisor and a broker-dealer. [Investor.gov/CRS](https://www.investor.gov/crs) offers free and simple tools to research firms and financial professionals. Additionally, it 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 the following investment advisory services to you:

Asset Management: We will offer you advice on a regular basis. We will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account. We will manage your account on a discretionary basis (we can buy and sell investments in your account without asking you in advance) and/or a non-discretionary basis (we will obtain approval from you prior to executing any transactions so you make the ultimate decision regarding the purchase or sale of investments).

We generally do not limit advisors to proprietary products or a limited menu of products and types of investments. This service will continue pursuant to the terms of the executed Advisory Agreement. We do not have a minimum to open an account.

Family Office Services: Services will be provided to you based on your selection on the Advisory Agreement and may include, but are not limited to, a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans that have recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations. Recommendations will be made periodically on an ongoing basis until terminated by either party.

Additional Information

For more information about our services, we recommended reading our ADV Part 2A Items 4, 7.

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?

Clients may select one of two advisory fee structures—either an Assets Under Management ("AUM") fee or a Flat (Fixed) Annual Fee—based on their preferences. Under the AUM structure, clients are charged an annual advisory fee based on the value of assets under management, not to exceed 1.00%, as outlined in the advisory agreement. Fees are calculated based on the account value as of the close of business on the last business day of the prior billing period and are billed quarterly in advance. If margin is utilized, fees are calculated on the net asset value of the account. Orchid may group related client accounts ("householding") to meet minimum account size requirements and apply the appropriate fee.

Alternatively, clients may elect to pay a fixed annual fee, not to exceed \$1,000,000, which is billed quarterly in advance in four equal installments. The flat fee arrangement provides the same scope and quality of services as the AUM option and continues year over year unless terminated in writing by either party. Any changes to the annual fee must be agreed upon in writing. Regardless of the fee structure selected, clients receive the same suite of services, including asset management, financial planning, and family office support.

For clients who engage Orchid for bill pay services only, fees may be charged on an hourly basis, not to exceed \$300 per hour, and are billed monthly in arrears. An estimated total fee will be provided in advance based on the scope and complexity of services.

Fees are generally deducted directly from Client accounts held with a qualified custodian, with written authorization. Alternatively, Clients may choose to receive invoices and pay fees directly.

In limited circumstances where Orchid provides or facilitates services that give rise to custody—such as bill pay or serving as trustee—Clients may be charged a fixed fee for these services. This fee will be agreed upon in the Client's advisory agreement and will be payable annually or quarterly in advance. Orchid provides these custody-related services on a flat fee basis, which is separate from the standard advisory or family office fee.

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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 more information regarding our fees and costs, review ADV Part 2A Item 5.

You may also pay fees and costs applicable to common categories such as custodian fees, account maintenance fees, fees related to mutual funds and variable annuities, and other transactional fees and product-level fees.

Sub-Advisors: In certain circumstances, Orchid may engage and supervise one or more third-party managers to oversee all or a portion of a Client's portfolio. These managers are selected based on factors such as investment expertise, performance, style, and alignment with the Client's objectives. When engaged, they are granted trading discretion, including the authority to buy and sell securities in Client accounts and deduct their fees, as authorized in the Client's Advisory Agreement and/or their separate agreement with the client. They do not have authority to move funds between or outside of accounts, other than for the purpose of fee deduction. Fees for these services are paid directly by the Client to the manager. Orchid actively monitors each manager's performance, risk profile, and adherence to the Client's investment guidelines. All fees paid to Orchid are separate from and in addition to those paid to the manager. However, the combined total of all advisory fees will not exceed 2.00%.

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 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.

Investment Accounts: Generally, we get paid based on the assets in your account. We may recommend that you add assets or funds into that account. Even though that advice may be in your best interest, that advice is conflicted because the more money in your account, the more we would collect in fees from you.

Conversation Starters

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

Additional Information

For more information about our conflicts of interest, we recommend reading our ADV Part 2A, Items 4 and 10.

How do your financial professionals make money?

Our financial services professionals are compensated based on a percentage of assets they manage.

This is a conflict of interest because our financial professionals have an incentive to encourage you to increase your assets in your accounts, recommend our advisory services to you, and recommend you purchase investments that result in additional compensation to them. For more information about our conflicts of interest, we recommend reading our ADV Part 2A, Items 4 and 10.

Item 4. Disciplinary History

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

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

Conversation Starters

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

Item 5. Additional Information

To find additional information about Orchid, such as a full copy of the ADV Part 2, and to request a copy of the *Customer Relationship Summary*, please send us an email at Cathleen@orchid-advisory.com. If you would like to request up-to-date information as well as to request a copy of the relationship summary, please contact us via phone at 704-763-2776. You may also find a copy of the most recent ADV Part 2 [here](#).

Conversation Starters

"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?"