

Item 1. Introduction

Innovative Asset Advisors Group, LLC (“Innovative”, “we” “us” and “Advisor”) is a Connecticut limited liability company registered as an investment advisor under the laws of the Securities and Exchange Commission. 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.

Item 2. Relationships and Services

What investment services and advice can you provide me?

We provide investment advisory services to you for a fee based on the value of your account. We review investments across all individual retirement accounts, taxable accounts, and employee retirement accounts. After assets are invested, we help our clients monitor their investments and provide advice related to ongoing financial and investment needs. Our investment recommendations generally include mutual funds, exchange-traded funds, and exchange-listed equity securities. We also recommend certificates of deposit, municipal securities, U.S. government securities and money market funds or alternative investments. If Clients hold other types of investments, we will advise them on those investments also. Clients may impose restrictions on investing in certain securities or types of securities.

We may recommend or select a separate and unaffiliated independent registered investment advisor (“Independent Manager”), and if utilized the fee charged by them is separate and in addition to our fee. If an alternative investment is utilized, the fee will be based on the value as reported by the issuer, general partner or third-party pricing provider. Client understand that the liquidation value of the alternative investment may be different than the value used in the fee calculation.

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 contact you (by phone or e-mail) at least annually to discuss your portfolio.

We manage accounts on a discretionary basis that allows us to buy and sell investments in your account without asking you in advance. Some clients are managed on a

non-discretionary basis, meaning we contact them before making trades. Innovative has no minimum account size.

We also provide Financial Consulting, that can include specific and tailored financial advice or financial planning.

For more detailed information on our relationships and services, please see Item 4 – Advisory Services; Item 13 – Review of Accounts and Item 7 – Types of Clients in our Form ADV Part 2A.

Conversation Starters: We encourage you to ask our financial professionals these key questions about our investment services and accounts:

- (i) *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- (ii) *How will you choose investments to recommend to me?*
- (iii) *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?

We provide investment advisory services for a fee based on a percentage of assets under management. We are compensated solely by our clients and do not receive compensation or commissions from any other parties. We believe this method of compensation minimizes the conflicts-of-interest that are prevalent in the investment management industry. Our fee is provided in your Advisory Agreement based upon a tiered schedule from 1.10% to 0.60%. The fee is calculated quarterly in advance based on the value of the assets at the beginning of the quarter. Although, in some cases the fee has been negotiated or the minimum fee has been waived, based on the client individual circumstances, familial relationships, complexity of the relationship, existing clients, etc. Standalone or Advanced Financial Consulting may be provided at a rate of up to \$100,000 per year or \$1,000 per hour.

The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account to increase our fees.

You are responsible for all transaction costs charged by the custodian, in addition to a proportionate share of any mutual fund or exchange-traded fund’s internal fees and charges.

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 Starter: We encourage you to ask us any questions you may have regarding our fees or how cost from third parties such as custodians or mutual funds affect your account. For example, start a conversation by asking, “*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 advisor, we must 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: Your account value goes up, and while the management fee percentage 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 a management fee proportional to your assets under management.

Certain investment advisor representatives of Innovative maintain their insurance licenses, so there may be a conflict to sell insurance for a commission. Clients are free to use any financial professional for insurance products or services.

Conversation Starter: If you have any questions regarding conflicts of interests, please feel free to ask us. You can begin a conversation by asking, “*How might your conflicts of interest affect me, and how will you address them?*”

How do your financial professionals make money?

Innovative is “fee-based” meaning that our financial professionals receive income from advisory fees we charge to our clients.

Our financial professionals are compensated from the advisory and financial planning fees paid to Innovative. Some financial professionals have outside business activities that also produces income.

More detailed information, including fee rates, conflicts of interests, and other disclosures are available in our ADV Part 2A Firm Brochure, which is available at: adviserinfo.sec.gov.

Item 4. Disciplinary History

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

No. We encourage you to visit Investor.gov/CRS for a free and simple search tool to research any of our financial professionals.

Conversation Starter: In addition, feel free to ask: “*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 Innovative Asset Advisors Group, LLC and receive a copy of this relationship summary by visiting our website at <http://www.innovativeaag.com> or by contacting (203) 444-3599.

We are always available to answer any of your questions.

Conversation Starter: If you do 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 adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*”

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