

Helping you make an informed decision

Introduction

Lieblong and Associates is a Broker Dealer and Investment Adviser registered with the Securities and Exchange Commission, the Financial Industry Regulatory Authority and various State Regulatory authorities.

Lieblong & Associates, Inc. is a member of Securities Investor Protection Corporation (SIPC). Customers may obtain information about SIPC, including the SIPC brochure, by contacting SIPC at www.sipc.org or 202-371-8300.

It is important to understand that brokerage and investment advisory services and fees differ. It is important for the retail investor to understand the differences.

Free and simple tools are available for you to use at Investor.gov/CRS, a website maintained by the SEC. These tools can provide you with educational materials about broker-dealers, investment advisers, and investing.

This relationship summary provides information that is intended to help you make an informed decision about whether or not to invest with us and will answer the following questions:

- What investment services and advice can you provide me?
- What fees will I pay?
- What are your legal obligations to me when providing recommendations as my broker-dealer, or when acting as my investment adviser? How else does the firm make money and what conflicts of interest do you have?
- How do your financial professionals make money?
- Do you or your financial professionals have legal or disciplinary history?
- Where can I find additional information?

Terms to know

- A **broker-dealer** is a firm that acts as an intermediary between buyers and sellers of securities for which they will usually receive a commission and may purchase or sell those securities in/out of their own account.
- An **investment adviser** is generally any person or group that provides investment advice or conducts securities analysis in exchange for a fee.

What investment services and advice can you provide me?

Lieblong and Associates offers both brokerage and investment advisory services to retail investors. Both account types begin with opening an account, which we introduce to our clearing firm. Wells Fargo Clearing Services, trade name First Clearing, is the clearing firm for all accounts opened with Lieblong and Associates. Most brokerage accounts will incur an annual fee, and then commissions are paid on a per transaction basis. The broker benefits from these commissions. Investment advisory accounts do not pay commissions per transaction. Instead, these accounts are charged a quarterly fee based on the value of the account. The investment advisor benefits from these fees.

Additional information regarding these services can be found on our Form ADV, Part 2A brochure and in our Regulation Best Interest Disclosure Document. Both of these can be provided upon request at no charge. Additionally, our representatives and compliance personnel are available to answer any questions to potential customers prior to account opening

Brokerage Services

For our brokerage accounts, we offer services such as the buying and selling of securities, recommendations including asset allocation strategies, and margin lending (through our clearing firm). As part of our standard services, we review retail investors' accounts and transactions according to our written supervisory procedures. We do not impose account minimums on our brokerage accounts, nor does Lieblong and Associates offer

proprietary products or make a market in any securities. We offer advice to all clients, regardless of account size. In brokerage accounts, the retail investor makes the ultimate decision regarding the purchase or sale of investments. Occasionally a brokerage account owner may grant limited discretionary authority to their broker, which grants the broker the authority to place trades in the account without first speaking to the investor. This permission is not solicited by the representative, and is only granted with express written consent. The representatives who service our brokerage accounts are Series 7 registered, and receive compensation primarily via commission with some additional income in the form of rebates and fees paid by mutual fund companies

Investment Advisory Services

For our advisory accounts, our representatives who are registered as Registered Investment Advisors offer services such as buying and selling of securities, financial and retirement planning, and other investment recommendations. Advisory Account clients are required to sign our Investment Advisory Agreement (and/or other contractual arrangements) that, among other things, set forth the nature and scope of our investment management authority and the investment objectives, guidelines and restrictions applicable to the management of the Advisory Accounts. Most Advisory Accounts are offered on a discretionary basis. Discretion is typically granted upon entering into the Advisory Agreement, and continues for the duration of the relationship, unless terminated in writing. By granting discretion, the Investment Advisor is permitted to place trades in the account without permission per transaction from the client. The Investment Advisors are held to a fiduciary standard, which means the transactions are made in the best interest of the client, not the advisor. Fees paid to the Registered Investment Advisors are based on the amount of assets under management, not on a transactional basis, and are clearly spelled out in the Investment Advisory Agreement. Fees paid directly to Advisors from mutual fund companies are credited back to the account holder, resulting in a reduction of fee. As part of our standard services, we monitor Investment Advisory accounts and transactions according to our written supervisory procedures. We do not impose account minimums on our accounts, nor does Lieblong and Associates offer proprietary products or make a market in any securities.

Conversation Starters - ask your financial professional:

- Given my financial situation, should I choose investment advisory services? 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?

Fees are different for brokerage and investment advisory accounts. In general, brokerage accounts pay commissions and Investment Advisory accounts pay a flat fee based on a percentage of assets under management.

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.

Brokerage Service Fees

You will pay transaction-based fees for trades you decide to enter into, such as buying and selling stocks, bonds, Exchange Traded Products (ETPs), mutual funds, annuity contracts, exercising options and other investment purchases and sales. These transaction-based fees are generally referred to as a “commission,” “mark up,” “sales load,” or a “sales charge.” Transaction-based fees are based on a host of factors, including, but not limited to:

- Underlying product selection
- Your brokerage service model and account type
- Size of your transaction and/or overall value of your account
- Frequency of your trade activity
- Available discounts and/or fee waivers

It is important to consider that while a brokerage relationship can be a cost-effective way of investing your assets, it is not for everyone given the fees and costs involved. A retail investor would be charged more when there are more trades in his or her account. This could potentially result in a broker encouraging a retail investor to trade more often, which is referred to as a conflict of interest. Lieblong & Associates has procedures in place to review for this type of conflict, but it is also important for retail investors to be aware. Additional information regarding fees can be found in our Regulation Best Interest Disclosure Document, which can be provided upon request.

Investment Advisory Services

With respect to each Advisory Account client, we generally receive management fees equal to a percentage of assets under management. These fees include both investment management and execution services and a separate brokerage commission is not charged. Management fees charged with respect to Advisory Account clients are negotiable based upon various factors, including, but not limited to, the size of the Advisory Account and the nature of the advisory services provided. The specific terms with respect to each Advisory Account client are fully disclosed in the applicable Investment Advisory Agreement.

Management fees generally are calculated quarterly in advance based on the agreed-upon percentage of assets under management and are deducted from the Advisory Account as of the beginning of each calendar quarter. By signing the agreement, the Advisory Account client agrees to the negotiated fees, which are deducted at the beginning of the quarter. The initial fee generally is due in full once the account is approved for the program and has completed the account opening process. Management fees are pro-rated for periods less than a full quarter. Additional assets received into the account will be charged a pro-rated fee based on the number of days remaining in the fee period. A pro-rated refund of cash fees paid in advance will be made if an investment advisory agreement is terminated by either party or if the Advisory Account client withdraws substantially all of its assets from their Advisory Account. No fee adjustment will be made for partial withdrawals or for account appreciation or depreciation within a billing period. Clients may terminate their investment advisory agreement within five business days of execution and receive a full refund of management fees. In addition to management fees, each Advisory Account client generally bears all costs and expenses relating to the Advisory Account's investment activities, including but not limited to retirement or account fees, exchange fees, postage and handling charges, miscellaneous taxes, exchange and regulatory fees, and the expenses and fees of mutual funds. We also from time to time receive 12b-1 fees and/or underwriting commissions from mutual funds for the sale of interests in such mutual fund. This may create an incentive for us to recommend products based on revenues, instead of a client's best interest. To address this conflict, 100% of all anticipated 12b-1 fees received with respect to a client will be offset and reduce the advisory fees otherwise payable by such client. In addition, we attempt to address this conflict through full and fair disclosure in this brochure. We generally act as broker-dealer to execute client transactions. Our management fees include the execution services, and a separate brokerage commission is not charged.

Other Fees and Costs

You will pay fees for various operational services provided to you through your brokerage account. These fees are set at least annually and communicated to you through information included in your account statement and other notifications. These fees do not apply to all account types and may be waived under certain conditions. You should understand that based on the brokerage service model you choose, the same or similar products, accounts and services may vary in the fees and costs charged to you.

Conversation Starter - ask your financial professional:

- 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 providing recommendations as my broker-dealer or when acting as my investment advisor? How else does the firm make money and what conflicts of interest do you have?

Standard of Conduct

When we provide you with a recommendation as your broker-dealer or 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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

Examples of Ways We Make Money and Conflicts of Interest

We receive direct and indirect compensation in connection with your accounts. Direct compensation is taken directly from the affected account. Indirect compensation is compensation paid in ways other than directly from the account and may impact the value of the associated investments in your account. An example of indirect compensation is called revenue sharing. Revenue sharing is compensation from investments where the manager or sponsor of those investments shares with us revenue it earns on those investments. This incentive to offer such investments could potentially create a conflict of interest. Lieblong & Associates does not offer any proprietary products nor do we engage in principal trading.

For additional information, please see our Disclosure Brochure (ADV II) and Regulation Best Interest Disclosure.

Conversation Starter - ask your financial professional:

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

How do your financial professionals make money?

Our financial professionals make money in a number of ways, including but not limited to, commissions and investment advisory fees. Only Registered Investment Advisors may be compensated with advisory fee income. Registered Investment Advisors receive compensation based on assets under management. Our financial professionals are compensated based on the accounts they service. When making recommendations to buy or sell a security in a brokerage account, the financial professional typically earns a commission on the trade, which could create a conflict of interest. Detailed information regarding fees, services, and product-specific compensation is provided in our Form ADV, Part 2A brochure and our Regulation Best Interest Disclosure Document.

Do your financial professionals have legal or disciplinary history?

No. No employees of Lieblong and Associates currently have a legal or disciplinary history. If that changes at any time, this document would be updated immediately. For further information, investors and members of the retail public can go to <https://brokercheck.finra.org/> or <https://www.investor.gov/CRS>. These are free tools to research the background and experience of financial brokers, advisers and firms.

Conversation Starter - ask your financial professional:

- As a financial professional, do you have any disciplinary history? For what type of conduct?
- Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Whom can I talk to if I have concerns about how this person is treating me?

Where can I find additional information?

You can always ask your financial representative for more information and request a copy of this relationship summary, our Form ADV, Part 2A or our full Regulation Best Interest Disclosure Document at 501-219-2003 from Mary Ellen Williams.