

Envoy Advisory Inc.
March 14, 2024

FORM CRS (Client Relationship Summary)

Envoy Advisory Inc. is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, 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. This Client Relationship Summary describes the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

We primarily offer Portfolio Management services to retail investors. Our firm is also a Sponsor and Manager of a Wrap Fee Program.

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments on an ongoing basis.

Investment Authority: Envoy Advisory does not provide discretionary management services. We offer non-discretionary management services whereby we will provide advice, but you will ultimately decide which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Investment Offerings: We primarily use exchange-traded funds (ETFs) and mutual funds to implement client portfolios. However, we provide advice on various types of investments and do not limit our advice to a specific type of investment or product.

Account Minimums and Requirements: In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, account minimum requirements might be imposed by the selected third-party manager.

For a description of each of our services, please refer to our Form ADV Part 2A (Items 4, 5, 7, 13 & 16) and/or Part 2A Appendix 1 (Wrap Fee Program - Items 4, 5, & 9) by clicking the following link: <https://adviserinfo.sec.gov/firm/brochure/306559> (hereinafter, the URL for the aforementioned hyperlink will be referenced as the following hyperlink: [ADV Part 2](#)).

Key Questions to Ask Your Financial Professional

- **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?

The following summarizes the principal fees and costs that you might pay when engaging our firm for investment advisory services:

- **Asset-Based Fees** - Fees are payable monthly in advance. Since the fees we receive are based on the value of your account, we have an incentive to increase your account value which creates a conflict;
- **Wrap Program Fees** - Fees are payable monthly in advance. Asset-based fees associated with a wrap fee program generally include most transaction costs and fees to a broker-dealer or bank that has custody of the assets, and therefore are higher than a typical asset-based advisory fee. Since our firm pays the transaction costs associated with securities transactions in your account, we have an incentive to minimize the trading in your account; and,
- **Hourly Fees** - Generally, fees are payable in arrears.

Examples of the most common fees and costs applicable to our clients are: Custodian fees; Account maintenance fees; Fees related to mutual funds and exchange-traded funds; Transaction charges and related costs when purchasing or selling securities (Non-Wrap Accounts); Possible withdrawal or account closing service charges; and, Other product-level fees associated with your investments.

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 detailed information, please refer to our Form ADV Part 2 documents by clicking this link: [ADV Part 2](#).

Key Questions to 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 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 is an example to help you understand what this means.

- ***Third-Party Payments***: Our firm's financial professionals may be licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products, which is separate and in addition to our advisory fees. This practice presents a conflict of interest because they have a financial incentive to recommend insurance products to you.

Key Questions to Ask Your Financial Professional

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

Please refer to our ADV Part 2 by clicking this link to help you understand what conflicts exist: [ADV Part 2](#).

How do your financial professionals make money?

The financial professionals servicing your account(s) receive compensation that is based on the amount of client assets they service and/or the revenue the firm earns from the financial professionals' services or recommendations. Certain financial professionals receive commission-based compensation based on the investment and/or insurance products sold (i.e. differential compensation or commission) in their separate capacity as a licensed insurance agent.

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

Yes, our firm or our financial professionals currently have legal or disciplinary history to disclose. These events are disclosed in either our Form ADV or the specific individual's Form U4. These documents can be found by going to Investor.gov/CRS.

Key Questions to Ask Your Financial Professional

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

You can request a copy of the Client Relationship Summary at 888-879-1376 and you can find additional information about your investment advisory services by clicking the following link: [ADV Part 2](#).

Key Questions to Ask Your Financial Professional

- **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?**