



**Alliance Investment Management, LLC** is registered with the Securities and Exchange Commission (SEC) as an investment advisor. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.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 include individualized portfolio management of stocks, bonds, funds, and options. We work with you to complete a Client Investment Strategy based on your financial needs and circumstances. We use this information to recommend an appropriate investment strategy.
- > Investor accounts are monitored on a quarterly basis or more frequently as conditions warrant.
- > We offer these services on a discretionary or non-discretionary basis. When we have discretionary authority we determine, without obtaining your specific consent, the securities and amount to be bought or sold in your account. However, such discretion is based on an investment strategy we develop with you. With our non-discretionary services, you make the ultimate decision regarding the purchase or sale of investments.
- > We also offer one-time investment consulting arrangements upon request.
- > **For additional information regarding our services, please see Items 4 and 7 of our [Part 2A of Form ADV](#).**

### Conversation Starter

- Q Given my financial situation, should I choose an investment advisory service? Why or why not?
- Q How will you choose investments to recommend to me?
- Q What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?

### What fees will I pay?

- > For investment management services, you will pay annual fees based on assets under management. Fees are paid quarterly in advance.
- > We charge a fixed fee for our investment consulting services, which varies depending upon the nature of the project.
- > Our annual minimum fee is \$1,000. This minimum may be waived at our discretion.
- > Other fees and costs from your selected custodian may include commissions and other transaction-related or asset-based fees for securities trades that are executed through the custodian or that settle into your account(s).
- > Our fees vary by asset type; thus, conflicts may arise with the types of investments we choose. Also, we may recommend the use of stock options which will increase the asset-based fee.
- > **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.**
- > **Please review Item 5 of our [Part 2A of Form ADV](#) for more details.**

### Conversation Starter

- Q Help me understand how these fees and costs might affect my investments.
- Q 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.
  - > Since our fees increase as your assets increase, we have an incentive for you to grow your accounts which may conflict with other goals such as paying off debt.
  - > We receive a number of benefits from Charles Schwab & Co.; therefore, we have an incentive to recommend them.
- > **Please review our Form ADV Part 2A with special attention to Item 12 for more details.**

**Conversation Starter**

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

***How do your financial professionals make money?***

- > Our financial professionals receive a combination of base salary and bonus. The bonus is determined by the overall performance of the firm.

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

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

**Conversation Starter**

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

***Additional Information***

- > You can find additional information about our investment advisory services in our **Part 2A of Form ADV** or at [adviserinfo.sec.gov/firm/summary/152012](https://adviserinfo.sec.gov/firm/summary/152012). To request up-to-date information or a free copy of this disclosure, please call us at 616-328-6431 or visit [allianceim.com](https://allianceim.com).

**Conversation Starter**

**Q** 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?