



## Customer Relationship Summary (CRS)

March 24, 2023

### Introduction

CoastalOne's Broker Dealer, **Coastal Equities, Inc** is registered with the Securities and Exchange Commission (SEC) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). CoastalOne's Investment Advisory, **Coastal Investment Advisors, Inc** is registered with the Securities and Exchange Commission (SEC) as a registered 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 <https://www.investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisors, and investing.

#### 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.

---

### Relationships and Services

#### "What investment services and advice can you provide me with?"

Coastal Equities, Inc offers full-service and self-directed brokerage services to retail investors, including buying and selling securities and offering securities recommendations. We do not provide account monitoring services. We do not act with discretion in brokerage accounts. You make the ultimate decision regarding the purchase or sale of investments.

Coastal Investment Advisors, Inc offers ongoing investment advice and asset management to retail clients. Our financial advisors may provide advice on the purchase and sale of many types of investments, wealth management, investment consulting, portfolio management, asset allocation, cash management, and financial and estate planning. Investment services are provided on a discretionary or non-discretionary basis. Discretionary advisory services mean that your financial advisor will have the ability to purchase or sell your investments without first acquiring your permission. Non-Discretionary services mean that you make the ultimate decision regarding the purchase or sale of investments. Our advisors monitor and offer a review of your account at least annually.

We do not impose account value minimums, although our independent financial professionals may choose to do so, and some advisory programs offered by third parties through our firm may impose their own account minimums.

For additional information, please see Coastal Investment Advisors, Inc Disclosure Brochure (ADV II) and Coastal Equities, Inc. Regulation Best Interest Disclosure, and your product prospectus.

**Conversation Starters - ask your financial professional:**

- Given my financial situation, should I choose a brokerage 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?

CoastalOne charges different fees according to the type of product you select, as outlined below. You will pay fees and costs whether you make money from 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.

**Coastal Equities, Inc. Broker/Dealer Costs and Fees:** You will pay transaction-based fees for purchases or sales you decide to execute in your account, based on the product selection, brokerage service model, and account type. You will be charged more when there are more transactions in your account, therefore an incentive exists for Coastal or your financial professional to encourage you to trade more frequently. Some types of investments, such as mutual funds and variable annuities, incur ongoing operational expenses which are directly or indirectly passed on to you. You will also pay fees for operational services provided through your account, such as custodial fees and account maintenance fees. These fees are charged at least annually and may be waived under certain conditions.

**Coastal Investment Advisor, Inc Costs and Fees:**

We are generally compensated for investment advice based on a percentage of assets under management. Fees vary by program and are charged monthly or quarterly in advance. Financial planning services may be billed at an hourly or flat rate. Wrap Fee programs charge a higher fee than traditional accounts based upon assets under management in exchange for including most of the transaction costs and fees that a broker-dealer or bank charges in the fee. You will also pay fees for operational services provided through your account, such as custodial fees and account maintenance fees. These fees are charged at least annually and may be waived under certain conditions.

**For additional information,** please see Coastal's Regulation Best Interest Disclosure, Coastal's Customer Account Fee Schedule, Coastal Disclosure Brochure (ADV II), your Investment Advisory Agreement, your account statements, confirmations, and investment documents and disclosures.

---

**Conversation Starters – 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 Coastal Equities, Inc. and Coastal Investment Advisors, Inc. legal obligations to me when providing recommendations? How else does the firm make money and what conflicts of interest do you have?**

**Coastal Equities, Inc. Broker/Dealer Costs and Fees:** When we provide you with a recommendation, 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 affect the recommendations, we provide you. Here are some examples to help you understand what this means:

- Third-Party payments may be based on sales of investment products thus incentivizing us to recommend you buy and sell investments.
- Revenue sharing, such as when we or our affiliate receive selling group compensation.
- Trail Compensation is ongoing compensation from product sponsors typically paid from the assets of an investment product based on an annual percentage of invested assets and varies by product. We therefore have an incentive to recommend products that pay higher “trails.”

### **Coastal Investment Advisor, Inc Costs and Fees:**

When we 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 affect the investment advice, we provide you. Here are some examples to help you understand what this means:

- Third-Party payments to our affiliated broker-dealer may be based on sales of investment products thus incentivizing us to recommend you buy and sell investments generally, and to recommend opening accounts with our affiliated broker-dealer. Alternatively, these payments may be a percentage of invested assets, thus incentivizing us to recommend you buy and hold investments.

**For additional information,** please see Coastal's Disclosure Brochure (ADV II), Regulation Best Interest Disclosure, and your product prospectus.

#### **Conversation Starters – 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?**

Coastal's financial professionals are compensated based on a percentage of revenue generated from the sales of products and services to clients. This compensation varies by product, and financial professionals are therefore incentivized to recommend products that have higher fees and/or ongoing payments.

## **How do your financial advisors make money?**

Our financial advisors are independent contractors who set their own fees and are generally compensated based on a percentage of assets under management. This compensation varies by the advisor based upon experience, geography, type of account, service model, and negotiation with the client. Generally, the

more assets in your advisory account, the more fees you will pay. Financial advisors are therefore incentivized to encourage you to increase the assets in your account.

**For additional information**, please see Coastal Investment Advisors, Inc Disclosure Brochure (ADV II), Coastal's Regulation Best Interest Disclosure, Your Product prospectus or private placement memorandum.

---

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

**Yes.** Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation Starters – ask your financial professional:**

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

## Where can I find additional information?

For additional information about our services, please visit our website <https://coastal-one.com>. If you would like additional up-to-date information or a copy of this disclosure, please call 888-657-5200.

**Conversation Starters – 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?