



Coastal Investment Advisors, Inc.

Customer Relationship Summary (CRS)

Introduction

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 [Investor.gov/CRS](https://investor.gov/CRS)¹, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer 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 value minimums.

For additional information, please see Coastal's Disclosure Brochure (ADV II)².

Conversation Starters - ask your financial advisor:

- 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?
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What fees will I pay?

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.

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 additional information, please see Coastal's Disclosure Brochure (ADV II)², Coastal's Customer Account Fee Schedule³ your Investment Advisory Agreement, account statements, and investment documents and disclosures.

Conversation Starters - ask your financial advisor:

- 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 advisor? How else does your firm make money and what conflicts of interest do you have?

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)² and Regulation Best Interest Disclosure⁴.

Conversation Starters - ask your financial advisor:

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

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's Disclosure Brochure (ADV II)².

Do your financial professionals have legal or disciplinary history?

Yes. Visit [Investor.gov/CRS](https://www.investor.gov/CRS)¹ for a free and simple search tool to research us and our financial advisors.

Conversation Starters - ask your financial advisor:

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

Additional Information

For additional information about our services, please visit our website⁵. 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 advisor:

- 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?

References

¹ <https://www.investor.gov/CRS>

² <https://coastal-one.com/wp-content/uploads/2022/06/2022-ADVII-final.pdf>

³ <https://coastal-one.com/coastal-customer-account-fees/>

⁴ https://coastal-one.com/wp-content/uploads/2022/06/2021_RegBI.pdf

⁵ <https://coastal-one.com/>