

# Customer Relationship Summary

## (Form CRS)

July 1, 2021

### Item 1. Introduction

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Regal Investment Advisors, LLC is an SEC Registered Investment Advisor.

Brokerage and Investment Advisory services and fees differ, and it is important to understand the differences. We are an investment adviser and provide advisory accounts and services rather than brokerage accounts and services. This document gives you a summary of the types of services we provide and the fees you pay. There are some suggested questions at the end of every item section. Please do not hesitate to ask us if you would like additional information on any of the topics discussed. Free and simple tools are also available to research firms and financial professionals at: [Investor.gov/CRS](http://Investor.gov/CRS).

### Item 2. Relationships & Services

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*What investment services and advice can you provide me?*

Regal Investment Advisors offers a variety of investment advisory services including but not limited to Portfolio Management (discretionary and non-discretionary) services, Financial Planning Services, Mutual Fund Advisory Services and Family Office Services. We offer advice on equity and corporate debt securities, certificates of deposit, municipal securities, investment companies, US Government securities, and options contracts on securities.

With your advisory account, we will discuss your investment goals, design with you a strategy to achieve your investment goals and implement that strategy. Your representative will monitor your account and contact you (by phone or e-mail) at least annually to discuss your portfolio.

Pursuant to the terms of each client's discretionary management agreement, we are considered to have discretionary authority if we can affect transactions for the client without first having to seek the client's consent. On the other hand, clients may enter into non-discretionary arrangements where we will obtain approval prior to the execution of any transaction.

We do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to effectively manage.

For additional details on the full suite of services offered by Regal, please see our ADV Part 2A at:  
<https://adviserinfo.sec.gov/firm/brochure/125004>

*Conversation starters. 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?

### Item 3. Fees, Costs, Standard of Conduct and Conflicts of Interest

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*How do your financial professionals make money?*

- **Asset-Based Pricing:** Accounts set up with asset-based pricing will pay a quarterly fee based on a percentage of the total assets in the account. Regal receives a portion of the fee for our services; the remainder goes to your advisor.
- **Financial Planning Services:** For financial planning services, the client pays a fee based on the agreed upon amount listed in the Financial Planning Agreement. Fees paid for financial planning services go directly to Regal and are then paid out to your advisor.
- **Family Office Services:** Representatives who offer Family Office services are compensated through the negotiated and agreed-upon fee paid by the client to Regal for the Family Office services rendered. Regal keeps a portion of the fee and pays the rest out to the advisor.
- **Wrap Fee Program:** If you participate in our wrap fee program, you will pay our firm a quarterly fee based on a percentage of the total assets in the account. This fee includes our money management fees, certain transaction costs, and custodial and administrative costs. We receive a portion of the wrap fee for our services; the remainder goes to the costs of maintaining the account and your advisor.

You will pay fees and costs whether you make or lose money on your investments and those 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 and if they are appropriate for your situation.

For additional disclosures please visit: <https://adviserinfo.sec.gov/firm/brochure/125004>

*Conversation starters. Ask your financial professional:*

- If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?
- How else does your firm make money? Help me understand how these fees and costs might affect my investments?

*What fees will I pay?*

When we act as your investment adviser, we are required to act in your best interest and not put our interests 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.

- We directly compensate non-employee (outside) consultants, individuals, and/or entities (Solicitors) for client referrals. If you become a client, the Solicitor that referred you to our firm will receive a percentage of the advisory fee you pay our firm or a one-time, flat referral fee upon your signing an advisory agreement with our firm. You will not pay additional fees because of this referral arrangement. Referral fees paid to a Solicitor are contingent upon your entering into an advisory agreement with our firm. Therefore, a Solicitor has a financial incentive to recommend our firm to you for advisory services. This creates a conflict of interest; however, you are not obligated to retain our firm for advisory services. Comparable services and/or lower fees may be available through other firms.
- Pursuant to an agreement in place with North Star Investment Management Corporation, Regal's affiliated broker-dealer Regulus Financial Group receives an annual fee of 0.45% of assets invested in certain North Star funds by investors referred by Regal. This presents a conflict of interest as Regal has an incentive to encourage representatives, or clients through financial planning services, to invest in certain mutual funds managed by North Star.
- We are the owner of Durand Capital Partners (Durand), an investment research and strategy provider. When retail clients are placed into Durand strategies, the managing members of Regal will share in the profitability of Durand. This presents a conflict of interest as the managing members of Regal have an incentive to place their clients into Durand strategies.

*Conversation starters. Ask your financial professional:*

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

## **Item 4. Disciplinary History** \_\_\_\_\_

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

Yes, please see your advisors ADV Part 2B and visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to see the legal and disciplinary history of Regal Investment Advisors and your advisor.

For additional disclosures please visit: <https://adviserinfo.sec.gov/firm/brochure/125004>

*Conversation starters. Ask your financial professional:*

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

## **Item 5. Additional Information** \_\_\_\_\_

For additional information about services and to request a copy of the Form CRS, please visit <https://regalria.com> or call (616) 224-2204.

*Conversation starters. Ask your financial professional:*

- Who is my primary contact person? Is he or she a representative of an investment advisor or a broker-dealer?
- Who can I talk to if I have concerns about how this person is treating me?

## **EXHIBIT**

### **Summary of Material Changes Form CRS Regal Investment Advisors LLC July 1, 2021**

Item 3 – Conflicts of Interest section. We have added the following disclosure:

- We are the owner of Durand Capital Partners (Durand), an investment research and strategy provider. When retail clients are placed into Durand strategies, the managing members of Regal will share in the profitability of Durand. This presents a conflict of interest as the managing members of Regal have an incentive to place their clients into Durand strategies.

Investment advisory services offered through Regal Investment Advisors, LLC, an SEC Registered Investment Advisor. Registration with the SEC does not imply any level of skill or training.

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