



Elevate Wealth Advisory, Inc. (EWA) is an SEC-registered investment adviser that provides investment advisory services. Brokerage and investment advisory fees differ and it is important for you to understand the differences. This document is a summary of the types of services we provide and how you pay for these services. For additional information and tools to research firms and financial professionals visit [Investor.gov/CRS](https://investor.gov/CRS). You can also find educational materials about broker-dealers, investments advisers and investing at this site.

What investment services and advice can you provide me?

We offer investment and asset management services to high net worth individuals, including their trusts, estates, retirement accounts, and private foundations. We also provide advisory services to other individuals other than high net worth individuals, pension and profit-sharing plans, and charitable organizations. As part of these services, we provide financial planning and investment consulting services to private clients and ERISA clients. EWA does not provide portfolio management services to a wrap fee program.

As part of its services, EWA's portfolio managers review with each client their investment goals, objectives, and account performance on an ongoing basis with a formal review conducted at least annually or as agreed upon by you. On a quarterly basis, the performance of your account is reviewed to monitor consistency with market benchmarks that we deem applicable. Clients are provided, at least quarterly, with written transaction confirmation notices and regular written summary account statements directly from the custodian for the client accounts. EWA will also provide its own written periodic report summarizing account activity and performance.

EWA provides advisory services to you on non-discretionary basis. The client generally executes a Limited Power of Attorney ("LPOA"), which allows EWA to carry out trade recommendations and approved actions in the portfolio. However, in accordance with the investment advisory agreement between EWA and the client, EWA does not implement trading or other actions in the account unless and until the client has approved the recommendation. EWA generally recommends the services of Buckingham Strategic Partners, an independent third-party account administrator and investment adviser, to assist us in managing your account. Any stated investment objectives, guidelines, limitations or restrictions you impose on the accounts will be documented as part of the account opening process and/or indicated in our Agreement.

EWA generally requires a minimum portfolio size of \$250,000 for investment advisory services. However, we, at our sole discretion, may accept clients with smaller portfolios based upon certain factors. *For additional information, see Item 4 – Advisory Business (pages 3-7) of EWA's ADV Part 2A (Brochure) which can be accessed here: [EWA ADV 2A](#)*

Key questions to ask:

- 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?

EWA charges an asset-based management fee for its advisory services which you pay whether you make or lose money on your investments. Generally, our annual management fee for account values up to \$250,000 is 1.65% of the value of the total assets in your account. The fee for \$250,000 to \$499,000 decreases to 1.55% of the value of the total assets in your account. The investment fee continues to decrease incrementally based upon the total assets in your account(s) managed by EWA. EWA bills management fees quarterly in advance, based upon the market value of the assets in your



Form CRS
August 12, 2021

account on the last day of the previous quarter. The advisory fee does not include fees related to brokerage commissions, transaction fees, and other related account costs and various expenses. EWA's advisory fees are asset-based. Thus, the more assets there are in your advisory account, the more you will pay in fees; thus, the firm may have an incentive to encourage you to increase the assets in your account. EWA deducts your management fee from your account each quarter. Other fees and costs are also deducted from your account and will appear on your quarterly statement that you receive from your broker and/or custodian bank. *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 Item 5- Fees and Compensation in Form ADV Part 2A accessible at the following link. [EWA ADV 2A](#)*

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? 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.

EWA may receive from custodians, without cost, support services and/or products, certain of which assist EWA to better monitor and service client accounts maintained at such institutions. When custodian benefits are used to obtain support services or products, EWA receives a benefit for which it does not have to pay. Thus, EWA has an incentive to select a custodian based on EWA's interest in receiving the support services or products, rather than on the clients' interest.

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

For additional information about our conflicts of interest, see EWA's ADV Part 2A accessible here: [EWA ADV 2A](#).

How do your financial professionals make money?

EWA employees are compensated through management fees paid by advisory clients, including institutional clients. This creates a conflict of interest as our employees have an incentive to grow assets under management by adding new clients and additional assets from existing clients.

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

No. A free and simple search tool to research us and our financial professionals is available at [investor.gov/CRS](https://www.investor.gov/CRS).

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

Additional information about our investment advisory services and an up-to-date copy of the relationship summary is available by contacting us at (706) 353-2728 or the Chief Compliance Officer at deanne.rosso@elevate-wealth.com.

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



Form CRS
August 12, 2021

Summary of Material Changes

This document highlights material changes to the Form CRS previously filed on March 16, 2021.

- The firm's name was changed from Vickery Financial Services, Inc. to Elevate Wealth Advisory, Inc.