

## LVW ADVISORS, LLC

July 29, 2020

### **Item 1. Introduction.**

LVW Advisors, LLC is registered with the United States Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers and investing.

### **Item 2: What investment services and advice can you provide me?**

LVW Advisors provides investment advisory, wealth management, and comprehensive financial planning services to families, individuals, and nonprofit organizations. We tailor your investment management services to match the investment objectives, goals, risk parameters, financial and other information that you provide to us. We monitor the holdings and performance of your account against these objectives on an ongoing basis and provide you with periodic reports. We provide investment management services on a discretionary and nondiscretionary basis pursuant to the authority granted to us in your client agreement. When providing discretionary investment management services, we are authorized to determine the type and quantity of securities to be bought and sold. When we provide nondiscretionary investment management services, you make the ultimate decision regarding the purchase or sale of investments. We do not limit the provision of investment management services or comprehensive financial planning services to proprietary products. We utilize individual equity securities, mutual funds, exchange traded funds, fixed income securities and private funds/illiquid investments. We do not impose account minimums for new clients; however, we reserve the right to accept or decline a potential client for any reason in our sole discretion. **For additional information, please refer to our [Form ADV Part 2A Brochure](#), specifically [Item 4 Advisory Business](#), [Item 7 Types of Clients](#), [Item 13 Review of Accounts](#), and [Item 16 Investment Discretion](#).**

#### Questions to Ask Us:

*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 (part 1): What fees will I pay?**

For investment advisory services (which may include financial planning), we charge a fee based on the value of the assets we manage. This is billed on a quarterly basis in advance. For an asset based fee, the higher the value of the assets in your advisory account, the more you will pay in fees. Therefore, we may have an incentive to encourage you to increase the assets in your account. In addition to our fees, you will be responsible for other fees and expenses such as management fees, incentive fees, administrative fees and transaction charges assessed by funds or separate account managers, custodian fees, and any taxes or fees required by federal or state law. 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, see [Item 5 Fees and Compensation](#) of our [Form ADV Part 2A Brochure](#).**

#### Question to Ask Us:

*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?*

#### **Item 3 (part 2): 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 to you. As examples, we receive various benefits and services from custodians that we may recommend to you, and we are paid referral fees pursuant to third party solicitation agreements, which incentivizes us to make recommendations to these firms based on the referral fees to be paid and/or any other indirect benefit being received. **For additional information, please refer to our [Form ADV Part 2A Brochure](#), specifically [Item 10 Other Financial Industry Activities and Affiliations](#) and [Item 12 Brokerage Practices](#).**

#### Question to Ask Us:

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

#### **Item 3 (part 3): How do your financial professionals make money?**

Our financial professionals are compensated with a combination of salary and bonuses. Payments are impacted by net asset inflows to and outflows from existing client accounts, assets from new clients, assets withdrawn from terminated clients, and market movement. Advisors are also eligible for an annual discretionary firm-wide bonus, based upon both firm-level performance and the advisor's individual performance. Additionally, the firm is a licensed insurance agency and certain of our financial professionals are also licensed insurance agents and we may recommend an unaffiliated insurance agency for insurance product purchases. We receive compensation from the unaffiliated insurance agency pursuant to a revenue sharing agreement for each productive insurance product referral we make. This presents a conflict of interest because we are incentivized to make insurance recommendations based on the referral compensation received rather than on a client's needs.

#### **Item 4: Do you or your financial professionals have legal or disciplinary history?**

No. You can visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

#### Questions to Ask Us:

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

#### **Item 5: Additional Information.**

For additional information about our investment advisory services and to request a copy of our Form CRS, please visit our [website](#) or call (585) 267-4900.

#### Questions to Ask Us:

*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 a person is treating me?*