



## Form CRS Customer Relationship Summary, February 9, 2022

Leonard Rickey Investment Advisors PLLC is registered with the Securities and Exchange Commission (SEC) as an 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://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

We offer investment advisory services to retail investors, including financial planning and investment management services. When we provide you financial planning services, our advice may include retirement, investment, insurance, estate, tax, and education planning. You are free to accept or reject any of our recommendations. Reviews are conducted on an “as needed” basis. When we provide you investment management services, we generally allocate your assets on a discretionary basis among mutual funds, exchange-traded funds (ETFs), and individual debt and equity securities. We will monitor your portfolio as part of an ongoing process. We may also recommend independent investment managers to help manage your account. You may impose restrictions or mandates with regard to our management of your assets. We also offer nondiscretionary investment management services, where you make the ultimate decision regarding the purchase and/or sale of investments. Although we do not have any account minimum, we do have a minimum annual fee of \$1,200. The minimum annual fee may be waived in certain circumstances.

For additional information, please see our Form ADV Part 2A brochure (Items 4 and 7).

<i>Conversation Starters – Ask Us</i>
<i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i>
<i>How will you choose investments to recommend to me?</i>
<i>What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?</i>

### What fees will I pay?

When we provide you financial planning services, we will typically charge you either a fixed fee, generally ranging from \$250 to \$2,000, or an hourly rate from \$50 to \$300.

When we provide you investment management services, we charge you a percentage of the market value of the assets we manage. Our asset-based fee is charged to you in advance at the beginning of each calendar quarter. These fees start at an annual rate of 1% for the first \$250,000 in assets we manage for you and decreases to as low as 0.30% for assets between \$5 million and \$10 million. All fees are negotiable and a different fee rate may be charged to certain clients based on various criteria. When we charge you an asset-based fee, the more assets there are in your account, the more you will pay in fees. We therefore have an incentive to encourage you to increase the assets in your account.

Please also note that you will incur certain charges imposed by financial Institutions and other third parties that are separate from the advisory fee we will charge you. These charges include brokerage commissions, custodial fees, transaction fees, fees charged by independent managers, and charges and fees imposed directly by a mutual fund or ETF in your account.

**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 our Form ADV Part 2A brochure (Items 5.A, B., C., and D).

*Conversation Starters – 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?*

## 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 affect the recommendations we provide you. Here are some examples to help you understand what this means.

- Certain of our advisory representatives own Pathway Tax Group, PLLC, which provides tax services such as tax preparation services and tax advice. We have a conflict of interest if we recommend Pathway Tax Group, PLLC to you since some of our advisory representatives will receive additional compensation if you utilize those services. A conflict of interest also exists if we recommend the professional services of a client of LRIA, as that client may be more likely to continue to receive investment advisory services from us as a result. In all cases, however, it is up to you if you wish to act upon any such recommendation.
- We may recommend that you rollover your retirement plan or other retirement account into an IRA or other account managed by us. Such a recommendation creates a conflict of interest because we will earn new (or increase our current) compensation if you wish to act upon this recommendation.
- We receive certain benefits from the broker-dealer or custodian that has custody of your assets and executes securities transactions in your account. These benefits include, at no cost to us, computer software and related systems support. We may also receive meals, entertainment, and admission to educational or due diligence programs. Our receipt of these benefits from a custodian creates a conflict of interest since the benefits provide us an incentive to use and recommend that custodian over another custodian that does not furnish the same products and services.

For more information about our conflicts of interest, please see our Form ADV Part 2A brochure (Items 10 and 12).

### **Conversation Starters – Ask Us**

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

## How do your financial professionals make money?

Our investment advisory representatives receive cash compensation in the form of a salary. We consider the overall amount of revenue generated by each advisory representative when determining their annual compensation. On occasion, an advisory representative may receive a gift or entertainment, subject to our Code of Ethics. We do not receive any transaction-based compensation, such as brokerage commissions or mutual fund sales charges.

## Do you or 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 Us**

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

Additional information about our firm can be found at <https://bestpathforward.com/> and <https://adviserinfo.sec.gov/>. You can obtain a copy of this relationship summary, or any other up-to-date information, upon request and free of charge by contacting us at 509-972-3686.

### **Conversation Starters – 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 this person is treating me?*