

# Customer Relationship Summary

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## Is an Investment Advisory Account Right for You?

There are different ways you can get help with your investments. You should carefully consider which type of account and the services that are right for you. Good Life Advisors is an investment adviser and we 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 how you pay. Please ask us for more information.

## Relationships & Services

Good Life Advisors regularly meets with clients, no less than annually, to provide investment advice, develop strategies and define goals. Assets can be managed on a *discretionary or non-discretionary* basis. Discretionary authority allows Good Life Advisors to buy and sell securities without asking in advance whereas non-discretionary authority is limited to offering advice but you make the decision to buy or sell. Good Life Advisors receives compensation by charging a quarterly *on-going asset management fee* based on the value of cash and other investments in your advisory account. Good Life Advisors **can also** receive compensation based on a fixed fee, an hourly fee or a monthly subscription fee depending on the services provide as disclosed in our [ADV 2A](#).

## Fees, Costs, Conflicts and Standard of Conduct

We must abide by certain laws and regulations in our interactions with you. We are held to a fiduciary standard that covers our entire investment advisory relationship with you. For example, we are required to monitor your portfolio, investment strategy and objectives on an ongoing basis. Our interests can conflict with your interests. We must eliminate these conflicts or tell you about them in a way you can understand, so you that you can decide whether or not to agree to them. Fees and costs affect the value of your account over time. Please ask your financial professional to give you personalized information on the fees and costs you will pay. The amount paid to our firm and your financial professional generally does not vary based on the type of investment we select on your behalf. The asset-based fee deducted from your account reduces the value. Good Life Advisors strives to use the most cost-effective investment choices but in some instances a transaction fee, known as a ticket charge, will apply. We offer advisory accounts called *wrap fee programs*. In a *wrap fee program*, the asset-based fee will include most transaction costs and fees to the broker/dealer or bank that will hold your assets (called "*custody*") and as a result wrap fees are typically higher than non-wrap advisory fees. Although transaction fees are usually included in the wrap program fee, sometimes you will pay an additional transaction fee for an investment bought or sold outside the wrap fee program. Paying for a wrap fee program could cost more than separately paying for advice and for transactions if there are infrequent trades in your account. Some investments impose additional fees that will reduce the value of investments over time such as mutual fund expense ratios, 12b-1 fees and variable annuity insurance costs. Certain investments include fees upon sale such as a variable annuity surrender fee or a mutual fund redemption fee. Fees are negotiable and based on the scope and complexity of your account, the amount of time and expertise required as well as the account value. The more assets you have in an advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase your fees. You pay our advisory fee quarterly even if you do not buy or sell during the fee period.

## Disciplinary History

Good Life Advisors has no disciplinary history to disclose; however, certain Financial Professionals do. We encourage you to visit [Investor.gov](http://Investor.gov) for a free and simple search tool to research our firm and our financial professionals. To report a problem to the SEC, visit [Investor.gov](http://Investor.gov) or call the SEC's toll-free investor assistance line at (800) 732-0330. If you have a problem with your investment, investment accounts or a financial professional, contact us in writing at 2395 Lancaster Pike, Reading, PA 19607 For additional information on our advisory services, see our ADV brochure available at [Investment Adviser Public Disclosure \(IAPD\)](#). A copy of our ADV brochure can also be obtained at no cost or by calling us at (610) 898-6927.

## Additional Information

Some of our Financial Professionals are registered representatives of LPL Financial LLC (“LPL”), an SEC registered broker/dealer and investment adviser. Your Financial Professional can offer you brokerage services through LPL or investment advisory services through Good Life Advisors. Brokerage services and investment advisory services are different, and the fees we, and LPL, charge for those services are different. It is important that you understand the differences. In particular, your Financial Professional can earn additional transaction-based compensation and have additional conflicts of interest as a result of providing brokerage services through LPL. You are encouraged to learn more about LPL by reviewing [LPL’s Form CRS – Customer Relationship Summary](#) and having a discussion with your Financial Professional. You can also access free and simple tools to help you research firms and financial professionals at [Investor.gov/CRS](#), which provides educational materials about broker-dealers, investment advisers, and investing. You could also open a brokerage account with a broker/dealer, where you pay a transaction-based fee, generally referred to as a commission, when the broker/dealer buys or sells an investment for you. With a broker/dealer, you can select investments, or the broker/dealer may recommend investments for your account, but the ultimate decision to buy or sell will be yours. A broker/dealer must act in your best interest and not place its interests ahead of your interest when recommending an investment or an investment strategy involving securities. When a broker/dealer provides any service to you, the broker/dealer must treat you fairly and comply with a number of specific obligations. Unless you and the broker/dealer agree otherwise, the broker/dealer is not required to monitor your portfolio on an ongoing basis. If you were to pay a transaction-based fee in a brokerage account, the more trades in your account, the more fees the broker/dealer charges you. Consequently, the broker/dealer has an incentive to encourage you to trade often. You can receive investment advice in either type of account, depending on the fee structure you prefer.

## Questions You Are Encouraged to Ask

- What is your relevant experience, including your licenses, education and other qualifications?
- What do the abbreviations in your designations stand for and how was the designation obtained?
- What are the most common conflicts of interest between advisory and brokerage accounts?
- How does the firm address conflicts of interest when providing service to my account?
- Given my financial situation, why should I choose an advisory account?
- Why should I choose a brokerage account instead of an advisory account?
- How will you choose investments to recommend for my account?
- Who is the primary contact person for my account?
- Is my primary contact person a representative of an investment adviser or a broker/dealer?
- What can you tell me about the primary contact person’s legal obligations to me?
- If I have concerns about how this person is treating me, who can I talk to?
- How do fees and costs 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?
- Tell me how you and your firm make money in connection with my account.
- Do you or your firm receive any payments from anyone besides me in connection with my investments?
- How often will you monitor my account’s performance and offer investment advice?
- Does the firm have any financial incentives such as a revenue sharing arrangement?
- Does the firm offer affiliate products and services or conduct principal transactions?
- Do the math for me. How much would I pay per year for an advisory account?
- How much for a typical brokerage account?
- What would make my fees more or less?
- What services will I receive for the fees?
- What additional costs should I expect in connection with my account?
- Do you or your firm have a disciplinary history? If yes, for what type conduct?