



Armada Advisors, Inc. (Armada) is a Registered Investment Advisory firm headquartered in Pensacola, FL. Fees and expenses differ for brokerage services and investment advisory services and it is important to know the differences. We are an investment advisor and offer our services as a fee-based advisory service rather than a brokerage service. This document provides a summary of the types and services we provide and how you pay. Please ask us for more information. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

- If you open an advisory account, you will pay an on-going asset-based fee at the beginning of each quarter for our services, based on the value of the cash and investments in your advisory account.
- We will offer you advice on a regular basis. We will discuss your investment goals, and design a strategy around those goals. We will monitor your account(s) regularly and will contact you by phone or email periodically to discuss your portfolio.
- You may choose an account that allows us to buy and sell securities on your behalf (a “**discretionary account**”), or we may give you advice and you decide what investments to buy and sell (a “**non-discretionary account**”).
- Our investment advice will cover a limited selection of investments. Other firms could provide advice on a wider range of choices, some of which might have different costs.
- When required, we also offer non-advisory services based on client needs outside the scope of traditional advisory-based investment advice.
- The minimum account value required to open an account with the firm is \$100,000.00.

Questions you may have:

- *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?

- The amount paid to our firm varies based on the specific type of investments we select for your account. An account with more equities will pay more than an account predominantly in cash and individual bonds.
- Our fees vary and are negotiable. The amount you will pay can vary based on the value of your account.
- Advisory clients do not pay commissions on trades—the quarterly fee that is paid to us from your account covers all transaction expenses charged by the custodian of the assets.
- Our firm also charges negotiable, non-advisory fees for certain specialized services outside of typical investment related advice. These non-standardized unique fee arrangements are for special circumstances and are negotiated and agreed to prior to doing business with us.
- You will pay quarterly fees whether you make or lose money on your investments. Fees and costs will reduce the amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.
- Whenever possible, we eliminate any conflicts of interest regarding your advisory relationship.

Question you may have:

- *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go towards 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 can affect the investment advice we provide you. Here is an example to help you understand what this means.

- Armada Advisors earns differing levels of compensation depending on the type of advisory or non-advisory services you select. This creates an incentive for us to recommend certain services over others.

Question you may have:

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

How do your financial professionals make money?

Our employees work for a salary and either an annual bonus or variable compensation. They earn more from certain advisory and non-advisory services than from others.

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

Yes. For questions related to legal or disciplinary events, visit investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Question you may have:

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

Additional Information

- For additional information on our advisory services, see our Form ADV brochure on IAPD on Investor.gov or on our website (ArmadaAdvisors.com/FormADV) and any brochure supplement our financial professional provides.
- For all additional questions, please contact us at 877-610-2009.
- For a digital copy of this summary, send an email to info@armadaadvisors.com.

Questions you may have:

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