

**GLR Investment Advisory LLC**  
**November 2, 2023**

**FORM CRS**

GLR Investment Advisory LLC is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, 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. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

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

We are an **Internet Only Adviser** and offer the following investment advisory services to retail investors solely through our online interactive platform: **Portfolio Management Services**. Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 7, and 8 by clicking this link [<https://adviserinfo.sec.gov/>].

**Account Monitoring:** If you open an investment account with our firm, automated reviews are conducted through the platform at least quarterly and reports are posted to your account on the platform.

**Investment Authority:** We manage investment accounts on a discretionary basis whereby we will decide which investments to buy or sell for your account. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing your restrictions and guidelines in writing through the online platform.

**Investment Offerings:** Investment recommended for accounts through our online platform include equity securities, corporate debt securities (other than commercial paper), commercial paper, United States government securities, options contracts on securities, ETFs and leveraged ETFs.

**Account Minimums and Requirements:** We require a minimum account size of \$25,000 to open and maintain an advisory account, which may be waived at our discretion. For example, we may waive the minimum if you appear to have significant potential for increasing your assets under our management.

***Key Questions to Ask Your Financial Professional***

- **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 following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A, Items 5 and 6 by clicking this link [<https://adviserinfo.sec.gov/>]

- **Asset Based Fees** - Payable monthly in arrears. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets;
- **Fixed Monthly Fees** - for accounts with less than \$25,000 of assets under management, payable monthly in arrears.
- **Data Fee** - To cover data and technology costs associated with our platform and the data used to develop the recommendations in our platform, we may charge you a fee of \$25 per month if your account balance falls below \$100,000. This fee may be waived at our discretion.

Examples of the most common fees and costs applicable to our clients are:

- Custodian fees;
- Account maintenance fees;

- Fees related to mutual funds and exchange-traded funds;
- Transaction charges when purchasing or selling securities; and
- Other product-level fees associated with your investments

**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.**

***Key Questions to Ask Your Financial Professional***

- **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 can affect the investment advice we provide you. Here are some examples to help you understand what this means.

Our fees are based on your continued use of our services and the quality of the recommendations we make. Conflicts exist since we may need to provide more frequent rebalances and changes to our models than you would otherwise require in order to retain your interest and engagement with our online investment management services. We also have an incentive to grow your account as much as possible which could cause us to take overly aggressive positions. This increases your risk. At all times, we endeavor to buy and sell securities that are within your investment objectives and the selected model portfolio.

Refer to our Form ADV Part 2A by clicking this link [<https://adviserinfo.sec.gov/>] to help you understand what conflicts exist.

***Key Questions to Ask Your Financial Professional***

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

**How do your financial professionals make money?**

The financial professionals that are associated with are firm are compensated via salary and bonus. Financial professionals' bonus compensation is based on the revenue the firm earns from advisory fees received.

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

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple research tool.

***Key Questions to Ask Your Financial Professional***

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at 347-515-3284 or click the link provided [<https://adviserinfo.sec.gov/>]

***Key Questions to Ask Your Financial Professional***

- **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?**