

DS Investment Advisors is registered with the 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 investors in order 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?

DS Investment Advisors is a fiduciary on behalf of our clients meaning we are held to a high standard requiring us to put your interests ahead of ours always. As such, we offer investment advisory services that may include the creation, modification, and maintenance of investment policy statements used to manage our clients' accounts. Through an investment policy statement, the client's investment goals, risk tolerance, and income needs are defined. We take your personal financial circumstances into account in formulating our advice and investment decisions. We manage portfolios for conservative, balanced, growth and income and growth investors. As part of our standard services, we monitor our client portfolios at least monthly. We may review accounts more frequently if circumstances warrant, such as significant economic or political events or developments on a continual basis.

We accept discretionary authority at the outset of an advisory relationship to select, without obtaining your specific consent, the identity and number of securities to be bought or sold for your benefit or risk. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives. We generally have discretion to select the custodian for your transactions, based solely on your best interest. We also offer nondiscretionary services, meaning clients make the ultimate decision regarding the purchase or sale of the investment. We do not offer proprietary products. We limit our advice with respect to the menu of products or types of investments that we choose to provide. While we do not impose a minimum account size to engage our services, we may charge minimum annual fees of \$500 per account in order to cover our administrative costs in servicing an account. These terms will be clearly defined in our client agreement with you.

For additional information regarding our services and requirements to establish a relationship with us please see Item 4 (Advisory Business), Item 7 (Types of Clients) and Item 16 (Discretionary Authority) of our Form ADV Part 2A, respectively.

Consider asking our financial professional the following questions:

- *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?

We are mainly compensated based upon an annual asset-based schedule. In some instances, we may offer a flat fee which is clearly stated in our client agreement with you. We bill our fee quarterly or monthly, in advance, as specified in our investment management agreement with you. If you, your family, or related persons also have accounts under our management, those accounts may be aggregated for fee calculation purposes. Our compensation is based on the total value of assets we manage for you and your investment strategy. A conflict arises whenever you seek advice from us that would reduce the assets under our management-because reducing the assets under our management will, in turn, reduce our fees.

In addition to our fee, you incur charges from third parties with the most common fees being custodian fees, mutual funds and ETF's that we may hold in your account and have their own distinct fees and expenses. We always disclose these fees to you and these fees and expenses are described in each of the fund's prospectus.

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 including our fee schedules, billing arrangements, how to pay our fee, additional fees and expenses you will pay third parties directly or indirectly, and how we refund pre-paid fees if our agreement is terminated before the end of a billing period, please see Item 5 (Fees and Compensation) of our Form ADV Part 2A.

Consider asking our financial professional the following questions:

- *Help me understand how these fees and costs might affect my investments.*
- *If I gave 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 is an example to help you understand what this mean.

Consider asking our financial professional the following questions:

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

For additional information, please see Item 12 (Brokerage Practices) of our Form ADV Part 2A. The conflicts disclosed in this Form CRS are not our sole conflicts, for additional discussion on our other conflicts, please refer to our Form ADV Part 2A.

How do your financial professionals make money?

Excluding owners, our financial professionals are paid a base salary in addition to compensation based upon the amount of new business they bring to us. This arrangement can create a conflict of interest for the financial professional in that he or she has an additional financial incentive to find new business

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

No. Visit Investor.gov/CRS for free and simple search tool to research us and our financial professionals.

Consider asking our financial professional the following questions:

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

For additional information about our investment advisory services, please refer to our Form ADV Part 2A. To request up-to-date information or a free copy of this disclosure, please call (616) 940-9124.

Consider asking our financial professional the following questions:

- *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?*