

Jackson Avenue, LLC
Form CRS Customer Relationship Summary April 2021

Introduction

Jackson Avenue, LLC (“JAL”) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. 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 www.investor.gov/CRS, which also provides educational materials about investment advisers and investing.

What investment services and advice can you provide me?

Individual Advisory Services: JAL renders continuous and regular investment advisory services to Individuals; however, this is done either on a non-discretionary or a discretionary basis, allocating client assets among various exchange listed securities, over the counter securities, CD's, mutual funds, and US government securities. When engaged on a discretionary basis, we will buy and sell investments in your account as appropriate without requiring your pre-approval on an ongoing basis until you notify us in writing to switch. You may impose reasonable restrictions. These accounts are monitored on a quarterly basis. **Retirement Plan Advisory Services:** JAL provides various negotiated advisory and consulting services to qualified employee benefit plans. Each engagement is customized and may include plan design and strategy, plan review and evaluation, executive planning and benefits, investment selection, plan fee and cost analysis, plan committee consultation, fiduciary and compliance, and participant education. These accounts are monitored continuously based on procedures and timing intervals.

Our investment recommendations are not limited to any specific product or service. JAL has no requirements for investors to open or maintain an account or establish a relationship, such as minimum account size or investment amount.

For additional information, please see Items 4 and 7 of our Form ADV, 2A Brochure (Part 2A) available at:

<https://jacksonavenue.com>

Conversation Starters. Ask your financial professional...

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?

Individual Advisory Services: JAL's individual clients are charged an annual fee between 0.25% - 1.00% based on the amount of assets under management. Fees are collected quarterly in arrears. **Retirement Plan Advisory Services:** JAL's Retirement Plan Advisory clients are charged an annual fee between 0.25% - 0.50% based on the amount of assets under management. The advisory fee is payable either monthly or quarterly in arrears as negotiated. Fees are negotiable and there is no pre-payment of fees. Minimum fees may apply.

Some fee arrangements create conflicts of interest. It is important to understand that the more assets held in a retail client's account, the more the client will pay in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account. You should understand that the fees discussed above are specific to what we charge and do not include certain charges imposed by third parties, such as custodial fees, exchange traded or mutual fund fees and expenses, brokerage fees and commissions, and other fees and taxes on brokerage accounts and securities transactions.

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 Item 5 of our Form ADV, 2A Brochure (Part 2A) available at:

<https://jacksonavenue.com>

Conversation Starter. 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 providing recommendations as my broker-dealer or 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 must 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 recommendations and investment advice we provide you.

For example, the more assets the client has in his/her account, the more we receive in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account.

Conversation Starter. Ask your financial professional...

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

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How do your financial professionals make money?

JAL charges fees in arrears based on account values. Our advisors are paid a base salary and bonus based upon the current year's revenue and profit. JAL does not accept or receive additional compensation from third parties. JAL endeavors always to put the interest of its clients first as part of our fiduciary duty as a registered investment adviser.

Do your financial professionals have legal or disciplinary history?

Yes, our firm or our financial professionals have disciplinary history. Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter. Ask your financial professional...

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

Additional Information

If you would like additional information or a copy of this disclosure or our Form ADV, Part 2A, please visit www.jacksonavenue.com or call 703-626-6475.

Conversation Starter. 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?