

Lowe Wealth Advisors, LLC – Form CRS

Item 1 – Introduction

Lowe Wealth Advisors, LLC (“we” or “us”) is registered with the Securities Exchange Commission (“SEC”) as an investment adviser. Our services and compensation structure differ from a registered broker-dealer, and it is important for you to understand the differences between those structures. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS. The site also provides educational materials about broker-dealers, investment advisers and investing. The italicized sentences appearing in text boxes below are intended to be “conversation starters” for you to have with us, as required by the instructions to Form CRS.

Item 2 – Relationships and Services

What investment services and advice can you provide me?

We offer discretionary investment management services, financial planning, and related consulting services to individuals and their trusts and estates (“you,” “clients,” or our “retail investors”). We customize our financial planning and investment management services based on each client’s unique circumstances, including their investment objectives, risk tolerance, investment time horizon, withdrawal requirements, and other special circumstances. We monitor clients’ portfolios periodically make changes to them as we deem necessary. When we provide financial planning and consulting services, we rely upon the information provided by the client and do not verify or monitor that information while providing these services. Our financial planning and consulting services are generally completed upon the communication of our recommendations to the retail investor. However, for our “Wealth Management” services that combine investment management and financial planning services for one fee, we monitor account performance as compared to the financial plan, and any changes that could affect the goals that the financial plan seeks to achieve. We generally provide our investment advisory services on a discretionary basis, which means we have the authority to buy and sell investments in your account without speaking to you before doing so. However, you can place reasonable restrictions on the securities that we buy by notifying us, in writing. If we manage your portfolio on a non-discretionary basis, you make the ultimate decision regarding the purchase or sale of investments, and we cannot execute any account transactions without obtaining your prior consent. We do not have to limit the type of securities we trade for retail investors to proprietary products or a limited group or type of investment, but we typically construct and manage portfolios using mutual funds, exchange traded funds (“ETFs”) and cash/cash equivalents. When consistent with your investment objectives, we may also allocate investment assets among individual debt and equity securities, options, and certain unaffiliated private funds (if you qualify). We do not impose any specific requirements for opening or maintaining an account. For more detailed information about our Advisory Business and the Types of Clients we generally service, please see Items 4 and 7, respectively in our [Form ADV Part 2A](#).

Conversation Starters:

<i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i>
<i>How will you choose investments to recommend to me?</i>
<i>What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?</i>

Item 3 – Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

For discretionary Wealth Management services, our fee is based on upon a percentage of the market value of assets placed under our management, according to a tiered schedule generally ranging between 0.75% and 1.25%., plus a one-time financial planning fee of \$3,000. For stand-alone investment management services, our fee is based on upon a percentage of the market value of assets placed under our management, according to a tiered schedule generally ranging between 0.75% and 1.00%. We charge an annual fee of 0.50% of the value of “Held Away” assets, to compensate for ongoing advice related to assets that are not held with your primary custodian, and for which we do not have the authority to place trades. We charge an additional 0.25% on the first \$1,000,000 of investment assets, with no additional fee applied to investment assets exceeding \$1,000,000 to implement options strategies. We charge a consulting fee for one specific asset class / service offering identified in Items 4 and 5 of our [Form ADV Part 2A](#), which ranges between \$750 and negotiable depending on the value of the asset. Stand-alone financial planning and consulting service fees generally range between \$3,000 and \$10,000 on a fixed-fee basis (which may be billed on a recurring basis for certain ongoing engagements), or \$250 on an hourly rate basis. Annual updates to any financial plan typically range between \$1,500 and \$3,750 on a fixed-fee basis, or \$250 on an hourly rate basis. We also provide a host of services with unique fee schedules geared toward certain clients who are actively engaged in a medical profession, as set forth in more detail on our [Form ADV Part 2A](#), Items 4 and 5. We either deduct our fee from one or more of your investment accounts or bill you for our services on quarterly basis, in advance. Because a part of our investment advisory fee is based on the amount of your assets under our management the more assets you designate for our management, the more you will pay for our services. Therefore, we may have an incentive to encourage you to increase the amount of assets that you designate for our management. However, under the tiered fee schedule, as the value of assets under our management increases, the applicable fee percentage decreases incrementally at each tier. One of our financial professionals can earn commission-based compensation for recommending insurance products that

you purchase. This presents a conflict of interest, as this incentivizes our financial professional to recommend insurance products based on compensation paid to him rather than your need. These commissions are separate from and in addition to our advisory fees. Your account will be held with a qualified custodian. Custodians and their affiliated or unaffiliated broker dealers generally charge transaction fees for effecting certain types of securities transactions, and for costs to maintain your investment account. In addition, if your assets are invested in mutual funds, ETFs, and potentially other registered and unregistered investment companies, you will bear your pro rata share of the investment management fees and other fees of the funds, which are in addition to the fees you pay us. These fees and expenses are described in each fund's prospectus or other offering documents. 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 more detailed information about our fees and costs related to our management of your account, please see Item 5 in our [Form ADV Part 2A](#).

Conversation Starters:

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:

- * We may recommend a particular custodian from whom we receive support services. This presents a conflict of interest, because our receipt of their support makes us more inclined to continue using and recommending them.
- * We may recommend rollovers out of employer-sponsored retirement plans and into Individual Retirement Accounts that we manage for an asset-based fee. If we don't currently manage your account held with your employer's plan, this will increase our compensation.

Conversation Starters:

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

For more detailed information about our conflicts of interest, please review Items 4, 10, 11, 12, and 14 of our [Form ADV Part 2A](#).

How do your financial professionals make money?

Our financial professionals are compensated on a salary basis and are eligible to receive discretionary bonuses. In addition, certain of our financial professionals are equity owners of the firm, who stand to receive a share of the firm's profits. Bonuses can be but are not necessarily based on the acquisition of new clients and their growth of assets. This presents a conflict of interest, because it can incentivize our financial professionals to recommend that you place additional assets under our management. We mitigate that conflict by making investment decisions and recommendations in conformity with each client's best interests, investment objectives, and savings strategy. You should discuss your financial professional's compensation directly with your financial professional.

Item 4 – Disciplinary History

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

No. We encourage you to visit www.investor.gov/crs for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters:

As a financial professional, do you have any disciplinary history? If so, for what type of conduct?

Item 5 – Additional Information

Additional information about our firm is available on the SEC's website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer at any time to request a current copy of our [Form ADV Part 2A](#) or our relationship summary. Our Chief Compliance Officer is available by phone at 443-766-7160.

Conversation Starters:

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?