

# FORM CRS

(Customer Relationship Summary)

## Introduction

Southland Equity Partners, LLC (“Southland”) is registered with the Securities and Exchange Commission (“SEC”) as an investment adviser. Brokerage and 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 [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

Our advisory services include, but are not limited to, discretionary and non-discretionary investment advisory services (including investment portfolio monitoring, financial counseling, review of accounts, and securities research), Asset-Management programs, third-party advisory services, retirement plan consulting services and products, consulting services, and financial planning to retail investors.

As part of our Asset-Management advisory services, we will offer you advice on a regular basis, discuss your investment and overall financial goals, design a strategy to help achieve those goals, and regularly monitor your account while meeting with you at least annually. When you use us for financial planning or consulting services, the fees will be agreed upon between you and your financial professional.

You have the choice to receive non-discretionary or discretionary services from us. When we provide non-discretionary services to you, you make the ultimate decision regarding the purchase or sale of investments. When you authorize us to provide discretionary services to you, we can buy and sell investments in your account without discussing with you in advance. We do not limit our advice to a limited menu of products or types of investments. In general, we require a minimum of \$50,000 to provide investment management services. At our discretion, we reserve the right to waive this account minimum. For additional information, please refer to Items 4, 7, & 13 of our Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/summary/154481>.

### **Conversation Starters. 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

For most advisory services, you will pay an ongoing recurring fee based on the value of cash and investments in your advisory account. The more assets there are in your advisory account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account.

The asset-based fee reduces the value of your account as it is deducted from your account on a quarterly basis. We offer accounts where the asset-based fee will include most transaction costs, and as a result these fees are typically higher than accounts that pay their own transaction fees. Some investments (such as mutual funds) impose additional fees that will reduce the value of your investment over time. For financial planning, the fees will be agreed upon between you and your financial professional.

Some fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account. 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 refer to your Investment Advisory Agreement and to Item 5 of our Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/summary/154481>.

### **Conversation Starters. 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 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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.*

- We make money from the advisory fees you pay us, we may therefore have an incentive to encourage you to increase the assets in your account.
- We make money on the Financial Plan and Consulting fee you pay.

**Conversation Starters. 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?**

Our financial professionals receive a portion of advisory fees paid by their clients. Our financial professionals can offer various types of advisory programs, platforms and services, and can earn more or less if a certain type of service, program or platform is utilized. They are also compensated in a variety of ways, and the compensation can be based on factors such as: the amount of client assets they service; the time and complexity required to meet a client's needs. Our financial professionals receive a portion of advisory fees paid by their clients.

In their day-to-day business, it is not uncommon for our financial professionals to face decisions about whether a particular action or circumstance constitutes a conflict of interest. While many conflicts can be avoided, there are some conflicts that are unavoidable. Since our financial professionals are compensated for the services they provide, this presents an inherent conflict of interest. Commission-based financial professionals are compensated solely through commissions. In contrast, fee-based financial professionals charge an asset-based or flat fee directly to their clients for their services. This fee can be structured in multiple ways, such as an hourly rate, a monthly retainer, a flat annual fee, or a percentage of assets under management.

**Do You or Your Financial Professionals Have Legal or Disciplinary History?**

Yes, one or more of our financial professionals has disciplinary history. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation Starters. Ask your financial professional:**

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

**Additional Information**

For additional information about our services, please visit BrokerCheck ([brokercheck.finra.org](http://brokercheck.finra.org)), Investor.gov, our website ([www.southlandep.com](http://www.southlandep.com)), and, if applicable, your account agreement. For additional information on advisory services, see our Form ADV brochure on IAPD, on Investor.gov, or on our website ([www.southlandep.com](http://www.southlandep.com)), and any brochure supplement your financial professional provides. Additionally, you can request up-to-date information and/or a written copy of Form CRS by calling Southland at 770-998-5879. To report a problem to the SEC, visit [Investor.gov](http://Investor.gov) or call the SEC's toll-free investor assistance line at (800) 732-0330. If you have a problem with your investments, account or financial professional, contact us in writing at Southland Equity Partners, LLC; 4970 Fairhaven Way; Roswell, GA 30075.

**Conversation Starters. 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?*