

Reby Advisors, LLC
Form CRS Customer Relationship Summary (July 30, 2020)

Item 1. Introduction			
	Reby Advisors, LLC 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 that you understand the differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS , which also provides educational materials about broker-dealers, investment advisers, and investing.		
Item 2. Relationships and Services			
What investment services and advice can you provide me?	For retail investors, we offer (i) financial planning and consulting services; (ii) investment management services; and (iii) a wrap fee program. (Not available to new clients)		
	We offer the following financial planning and consulting services on a <i>non-discretionary</i> basis, meaning that you make the ultimate decision regarding the implementation of our recommendations, including with respect to the purchase and sale of investments:		
	<ul style="list-style-type: none"> • Business Planning • Retention Planning • Cash Flow Forecasting • Risk Management 	<ul style="list-style-type: none"> • Trust and Estate Planning • Charitable Giving • Financial Reporting • Distribution Planning 	<ul style="list-style-type: none"> • Investment Consulting • Tax Planning • Insurance Planning • Manager Due Diligence
	<p>We offer investment management services, in which we primarily allocate client assets among mutual funds, exchange-traded funds, and individual debt and equity securities. We manage client investment portfolios on a <i>discretionary</i> basis; we exercise discretion over the securities to be purchased or sold; the amount of securities to be purchased or sold; the timing of transactions; the broker-dealer that executes trades; and the selection and retention of independent managers. This arrangement is effective until we are notified in writing that you no longer wish for our firm to have discretion or the relationship is terminated.</p> <p>As part of our standard services, we monitor your investment portfolios on a continuous and ongoing basis to ensure they are managed in a manner consistent with your individual needs and objectives. We do not impose a stated minimum fee or minimum portfolio value for starting and maintaining an investment management relationship.</p> <p>For additional information on the services we provide, please see ADV Part 2A Brochure dated June 2, 2020, Items 4, 7, and Appendix.1, Items 4 and 5. https://adviserinfo.sec.gov/firm/summary/126140</p> <p>Conversation Starters. Ask your financial professional –</p> <ul style="list-style-type: none"> • 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? 		
Item 3. Fees, Costs, Conflicts, and Standard of Conduct			
What fees will I pay?	<p>We charge a fixed and/or hourly fee for providing financial planning and consulting services under a stand-alone engagement. These fees are negotiable, but generally range from \$2,450 to \$20,000 on a fixed fee basis, and from \$150 to \$500 on an hourly rate basis, depending upon the scope and complexity of the services and the professional rendering the services. If you engage us for investment management services, we may offset all or a portion of our fees for those services based upon the amount paid for the financial planning and/or consulting services.</p> <p>We offer investment management services for an annual fee based on the amount of assets under our management. The fee ranges from 2.50% to 0.80%. When assets surpass \$4 million, the fees can be negotiated to a lower rate. The annual fee is pro-rated and charged quarterly in advance based upon the market value of the average daily account balance of the preceding quarter. With respect to certain holdings (e.g., held-away assets, accommodation accounts, alternative investments, etc.), we may negotiate a fee that differs from the range set forth above.</p> <p>Our wrap program charges an annual fee based on the amount of assets under our management. The fee ranges from 2.50% to 0.80%. When assets surpass \$4 million, the fees can be negotiated to a lower rate. Asset-based fees associated with the wrap fee program will include most transaction costs and fees to a broker-dealer or bank that has custody of these assets, and therefore are higher than a typical asset-based advisory fee. Our fees are assessed quarterly in advance based on a fixed-percentage of your assets under our management.</p> <p>Our fees are disclosed in our Form ADV Part 1A, Item 5.E. and more fully described in our Form ADV Part 2A, Items 5.A., B., C., and D. Some fees create a conflict of interest described below and in more detail in our Firm's Form ADV, Part 2A.</p> <ul style="list-style-type: none"> • If our firm charges you asset based fees, more assets in the account will cause you to pay more in fees, and therefore we may have an incentive to encourage you to increase the amount of money invested in those accounts. <p><u>Other Fees and Costs.</u> In addition to our principal fees and costs disclosed above, you will pay, directly or indirectly, certain charges imposed by third parties, including custodial fees, account-maintenance fees, securities brokerage commissions, mark-ups and mark-downs on fixed-income transactions, other transaction costs, reporting charges, fees charged by the</p>		

	<p>independent managers, margin costs, charges imposed directly by a mutual fund or exchange traded fund in your account, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. As described above, existing clients who participate in our wrap fee program do not pay custodial fees or securities brokerage commissions.</p> <p>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 on fees and costs, please see Form ADV Part 2A Brochure dated June 2, 2020, Item 5 and Appendix 1, Item 4. https://adviserinfo.sec.gov/firm/summary/126140</p> <p>Conversation Starter. Ask your financial professional –</p> <ul style="list-style-type: none"> • 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?
<p>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?</p>	<p><i>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 affect the recommendations we provide you. Here are some examples to help you understand what this means:</i></p> <p>We direct brokerage transactions to certain broker-dealers in return for investment research products and/or services which assist us in our investment decision-making process. The use of these arrangements poses a conflict of interest because we do not have to produce or pay for the products or services we receive.</p> <p>In addition, because we render investment management services to clients that maintain custody of assets at Schwab, we receive certain economic benefits from Schwab without cost, including administrative support, computer software, related systems support, and participation in the automated investment program offered by an affiliate of Schwab. Our recommendation that our clients maintain custody of their assets in accounts at Schwab may be based in part on the benefits we receive from Schwab, and not solely on the nature, cost or quality of custody and brokerage services provided by Schwab, which creates a potential conflict of interest.</p> <p>Conversation Starter. Ask your financial professional –</p> <ul style="list-style-type: none"> • How might your conflicts of interest affect me, and how will you address them? <p>For more detailed information about our conflicts of interest, please see Form ADV Part 2A dated June 2, 2020, Item 12. https://adviserinfo.sec.gov/firm/summary/126140</p>
<p>How do your financial professionals make money?</p>	<p>Each financial professional receives cash compensation based on the amount of client assets that such professional services and whether the professional originated the client relationship. In addition, each financial professional receives a percentage of the financial planning fees received by our firm from such professional’s services.</p> <p>Certain of the firm’s financial professionals are registered representatives of Triad Advisors, Inc. (“Triad”), a registered broker-dealer, and receive sales commissions from Triad in connection with securities transactions. Certain of the firm’s financial professionals are licensed insurance agents and receive sales commissions from the sale of certain insurance products. A conflict of interest exists to the extent that we recommend the purchase of securities and/or insurance products where our financial professionals are entitled to sales commissions. These arrangements are described in Item 5 of Form ADV Part 2A dated June 2, 2020. https://adviserinfo.sec.gov/firm/summary/126140</p>
<p>Item 4. Disciplinary History</p>	
<p>Do your financial professionals have legal or disciplinary history?</p>	<p>No. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.</p> <p>Conversation Starter. Ask your financial professional –</p> <ul style="list-style-type: none"> • As a financial professional, do you have any disciplinary history? For what type of conduct?
<p>Item 5. Additional Information</p>	
<p>For additional information about our services, please visit our website at http://www.rebyadvisors.com. If you would like additional up-to-date information about our services or a copy of this relationship summary, please contact Laurie Ham, Chief Compliance Officer, at 203-826-2730.</p> <p>Conversation Starter. Ask your financial professional –</p> <ul style="list-style-type: none"> • 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? 	