



SouthCol Advisors, LLC - Form CRS

March 17, 2023

Introduction

We are registered with the United States 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 between them. 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.

What investment services and advice can you provide me?

SouthCol Advisors, LLC ("SouthCol") offers investment advisory services to retail investors. We invest your assets on an individualized basis in accordance with your investment objectives, risk tolerance and financial circumstances.

If you utilize our wealth management services, you will typically give us discretionary authority to trade the assets in your account through a limited power of attorney contained in your client agreement with us. This means we will make investment decisions without referring to you for every transaction. You will also grant us the authority to use Envestnet Asset Management, Inc. ("Envestnet") as the platform manager and to select other independent investment manager, who will implement investment decisions on your behalf. You may impose reasonable restrictions on our discretionary authority, which must be provided to us in writing and accepted by us.

We will monitor the holdings and performance of the investments we make for you on an ongoing basis and will provide you with periodic reports about the performance and holdings of your account. Our investment advice is not limited to proprietary products or to a limited menu of products or types of investments. In all cases, we serve clients as a fiduciary and provide advice that is deemed to be in their best interest.

Ask us questions to help you better understand our services: *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?*

For additional information, please refer to our [Form ADV, Part 2A Brochure](#), especially Items 4, 7, 13 and 16.

What fees will I pay?

We charge a percentage of assets under management for portfolio management services. These fees are assessed on a quarterly basis, in advance. You should be aware that the more assets there are in your account, the more you will pay in fees. This means we have an incentive to encourage you to increase the assets in your account.

In addition to our fees, you will be responsible for other fees and expenses associated with the investment of your assets. You will incur fees from our platform manager and your custodian. This includes, but is not limited to, brokerage commissions and other transaction costs, custodial fees, exchange fees, and taxes. You will also pay the fees and expenses associated with investment advice provided by third parties, including advisory fees charged by independent investment managers, and fees and expenses of mutual funds and exchange-traded funds in which you invest.

Ask us questions to help you better understand the impact of fees and costs on investments: *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?*

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, see Item 5 of our [Form ADV Part 2A Brochure](#) to understand the fees and costs you will pay.

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.

- Our platform manager, Envestnet, is used for trading and investment research, reporting, and in certain instances, for determining client risk and appropriate asset allocations. We also maintain a consulting agreement with Envestnet and are paid a monthly fee and reimbursed certain operating expenses for the design and development of a digital investment program for Envestnet employees. Our founder was the co-founder of Envestnet and owns publicly traded stock in Envestnet.
- We, or the platform manager on our behalf, receive certain benefits from the custodians who hold your account assets, such as computer software and related systems support to help manage your accounts.

We are fiduciaries to you. That means we are required to act in your best interest throughout our entire advisory relationship.

Ask us questions to help you better understand our conflicts of interest: *How might your conflicts of interest affect me, and how will you address them?*

For more information, please refer to Item 5, Item 10 and Item 12 of our [Form ADV Part 2A Brochure](#).

How do your financial professionals make money?

Our firm currently has one financial professional who is also the owner of SouthCol. He is compensated based on the fees associated with assets we manage, which are calculated as a percent of assets in your account. This is a conflict of interest because our financial professionals have an incentive to encourage you to increase the assets in your accounts.

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

No. You can go to [Investor.gov/CRS](https://www.investor.gov/CRS) for free and simple search tool to research our firm and our firm's financial professionals.

Ask us questions to help you better understand our disciplinary history: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Additional Information

For additional information about our investment advisory services, and to request a copy of Form CRS, please contact James Lumberg at 239-228-8747 or james.lumberg@southcoladvisors.com.

Ask us questions to help you better understand who to contact with any questions or complaints: *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?*