



Great Valley Advisor Group (“GVA”) is a technology-driven, full-service Registered Investment Advisor. GVA partners with select, independent financial advisors to streamline their business and provide best-in-class investment strategies, compliance solutions, back-office and operational support, and the most comprehensive technology suite available. GVA streamlines advisors’ businesses giving them time back to spend with you, the client.

Combined the GVA team has more than 50 years of independent and wirehouse experience, allowing us to provide advisors an experiential advantage in regulatory and compliance services. Our sustainable, scalable platform—built by and for advisors—acts as an extension of an advisory firm. GVA’s platform is completely customizable to meet each investment advisors needs; additionally, our model allows for multiple affiliation options. This multi-custodial approach gives power to the advisors to choose their preferred investment company empowering them to build a client-focused business that puts you first, always.

It is GVA’s mission to ensure advisors feel as confident as possible knowing they have a dedicated team of registered professionals behind them who are continuously, proactively monitoring their business.

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UNDERSTANDING ADVISOR FEES

**a guide to help you better
understand billing at our firm**

CLARIFYING YOUR FEES

Do you understand what it means when we say “Householding” vs. “Non-Householding”? How about “Tiered” vs. “Flat-fee”, or “Actual Days” vs “90 Days”? The aim of the following brochure is to clear this up for you! As a reminder we use the market value of your account(s) most recent quarter-end to calculate your advisory fee.

Let’s dive in deeper...

Householding vs. Non-householding

The first step is to identify whether your accounts will be in a “Household” or a “Non-Household” arrangement. We’ll refer to your account as “Householding” if we group account assets together; however, when we do not group account assets together, and rather look at each separately, then we refer to this as “Non-Householding.” So for example, if you have 3 accounts with \$100,000 each your account “Household” value is \$300,000.

Tiered vs. Flat-Fee

The next step is understanding the difference between a “Tiered” or a “Flat-Fee” billing schedule. The term “Flat-Fee” refers to a set fee that does not change as the asset values move up or down; while a “Tiered” fee schedule will fluctuate up or down as the asset values increase or decrease.

Actual Days vs. 90 Days

Finally, the last piece to understand around billing is if the quarters are “Actual Days” or “90 Day.” “Actual Days” represents the actual number of calendar days that occurred during that quarter, and the year. “90 Days” assumes the same number of days in the quarter (90) and the year (360).

QUARTER	START	END	ACTUAL DAYS		90 DAYS	
			DAYS	FULL QUARTER	DAYS	FULL QUARTER
Q1	1/1	3/31	90 OR 91 (LEAP YEAR)	90/365 OR 91/366	90	90/365
Q2	4/1	6/30	91	91/365 OR 91/366	90	90/365
Q3	7/1	9/30	92	92/365 OR 92/366	90	90/365
Q4	10/1	12/30	92	92/365 OR 92/366	90	90/365

Account Fee Examples

Now that we have a general understanding around the terminology, let’s see them in action by looking at the three account examples below.

As a reminder these are **only examples**—your advisor will walk you through how **your** accounts are billed at the time you open the account(s).

CLIENT ACCOUNTS	
ACCOUNT 1	\$250,000
ACCOUNT 2	\$750,000
ACCOUNT 3	\$935,000
TOTAL	\$1,935,000

FEE SCHEDULE		
MINIMUM	MAXIMUM	PERCENTAGE
\$0	\$499,999.99	1.50%
\$500,000	\$1,999,999.99	1.25%
\$2,000,000	\$4,999,999.99	1.00%
\$5,000,000	\$9,999,999.99	.80%
\$10,000,000	\$999,999,999.99	.60%

Householding Flat-Fee

Flat-Fee Billing at 90 Days
= (\$1,935,000 x 1.25%) x (90/360)

Total Fee = **\$6,046.88**

Flat-Fee Billing at Actual Days (Quarter 3)
= (\$1,935,000 x 1.25%) x (92/365)

Total Fee = **\$6,096.58**

Householding Tiered

Tiered Billing at 90 Days
Calculate accounts weights:
Acct. 1 weight = (\$250,000 / \$1,935,000) = 12.92%
Acct. 2 weight = (\$750,000 / \$1,935,000) = 38.76%
Acct. 3 weight = (\$935,000 / \$1,935,000) = 48.32%

Calculating households tiered fees:
= (\$499,999.99 x 1.50%) = \$7,500
= ((1,935,000 - \$499,999.99) x 1.25%) = \$17,937.50
Total tiered fee = **\$25,437.50**

Account fee calculations
Acct. 1: (12.92% x \$25,437.50) x (90/360) = \$821.62
Acct. 2: (38.76% x \$25,437.50) x (90/360) = \$2,464.87
Acct. 3: (48.32% x \$25,437.50) x (90/360) = \$3,072.88
Total fee = **\$6,359.37**

Tiered Billing at Actual Days (Quarter 3)
Calculate accounts weights:
Acct. 1 weight = (\$250,000 / \$1,935,000) = 12.92%
Acct. 2 weight = (\$750,000 / \$1,935,000) = 38.76%
Acct. 3 weight = (\$935,000 / \$1,935,000) = 48.32%

Calculating households tiered fees:
= (\$499,999.99 x 1.50%) = \$7,500
= ((1,935,000 - \$499,999.99) x 1.25%) = \$17,937.50
Total tiered fee = **\$25,437.50**

Account fee calculations
Acct. 1: (12.92% x \$25,437.50) x (92/365) = \$828.38
Acct. 2: (38.76% x \$25,437.50) x (92/365) = \$2,485.13
Acct. 3: (48.32% x \$25,437.50) x (92/365) = \$3,098.13
Total fee = **\$6,411.64**

Non-Householding Flat-Fee

Flat-Fee Billing at 90 Days
Acct. 1 = (\$250,000 x 1.50%) x (90/360) = \$937.50
Acct. 2 = (\$750,000 x 1.25%) x (90/360) = \$2,343.75
Acct. 3 = (\$935,000 x 1.25%) x (90/360) = \$2,921.88
Total Fee = **\$6,203.13**

Flat-Fee Billing at Actual Days (Quarter 3)
Acct. 1 = (\$250,000 x 1.50%) x (92/365) = \$945.21
Acct. 2 = (\$750,000 x 1.25%) x (92/365) = \$2,363.01
Acct. 3 = (\$935,000 x 1.25%) x (92/365) = \$2,945.89
Total Fee = **\$6,254.11**

Non-Householding Tiered

Tiered Billing at 90 Days
Acct. 1 = (\$250,000 x 1.50%) x (90/360) = \$937.50
Acct. 2 = (\$499,999.99 x 1.50%) x (90/360) = \$1,875
Acct. 2 = ((750,000 - \$499,999.99) x 1.25%) x (90/360) = \$781.25
Acct. 3 = (\$499,999.99 x 1.50%) x (90/360) = \$1,875.00
Acct. 3 = ((935,000 - \$499,999.99) x 1.25%) x (90/360) = \$1,359.38

Total Fee = **\$6,828.13**

Tiered Billing at Actual Days (Quarter 3)
Acct. 1 = (\$250,000 x 1.50%) x (92/365) = \$945.21
Acct. 2 = (\$499,999.99 x 1.50%) x (92/365) = \$1,890.41
Acct. 2 = ((750,000 - \$499,999.99) x 1.25%) x (92/365) = \$787.67
Acct. 3 = (\$499,999.99 x 1.50%) x (92/365) = \$1,890.41
Acct. 3 = ((935,000 - \$499,999.99) x 1.25%) x (92/365) = \$1,370.55

Total Fee = **\$6,884.25**

