

Item 1. Introduction

LifePro Asset Management, LLC is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ which is important for retail investors to understand the differences. Free and simple tools are available to research firms and financial professionals at [investor.gov/CRS](https://www.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?*

Our firm and its investment adviser representatives ("IARs") offer investment advisory services to retail investors in the form of Financial Planning Services, and Portfolio Management services with the option for third party money managers ("3PMM"), and/or direct investment into the LPAM Tactical Strategies.

Monitoring: Client accounts, are monitored on an ongoing basis. The frequency of reviews is at the discretion of the IAR, but accounts are typically reviewed not less than annually.

Investment Authority: All accounts are managed on a discretionary basis, which means clients grant authority to our portfolio management team to make investment decisions without ongoing consultation with the client as to when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, what securities to buy or sell, or the price per share.

Limited Investment Offerings: We make available or offer advice with respect to 3PMM in which we have a vendor relationship, our proprietary Tactical Strategies, and a limited menu of products or types of investments within the insurance and annuity offerings.

Account Minimums and Other Requirements: Our firm's account minimum is \$40,000, however, this minimum can be negotiated or waived for any reason in the firm's sole discretion. Certain 3PMM may also impose higher or lower minimums. ***For additional information, please our ADV Part 2A, Items 4, 5, and 7***

Conversation Starter: *"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?*

Description of Principal Fees and Costs: For Portfolio Management and Tactical Strategies services, we charge fees based on a percentage of assets under management up to 1.40% and 1.00% respectively. These fees are cumulative for clients receiving both services. The fee will be set in each client's respective agreement. We typically charge a monthly fee, in arrears, based on an average of the daily balance in the client's account throughout the billing period. The more assets are in a client's account, the more fees they will pay, and therefore, the firm has an incentive to encourage the retail investor to increase the assets in their account. That stated, LPAM offers tiered fee structures for its Portfolio Management and Tactical Strategies fees, based on total assets under management whereby a fee reduction occurs on assets over \$2,000,000 and \$5,000,000. For Financial Planning Services, we charge a fixed fee that is typically between \$2,500 and \$5,000. For more detailed information, please read our ADV Part 2A, Items 5, 6 and 12.

Conversation Starter: *"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?"*

Description of Other Fees and Costs: Client account assets invested with 3PMM will have that fee assessed directly by the vendor in accordance with their respective billing terms. Other applicable fees to clients include custodian fees, account maintenance fees, fees related to mutual funds and variable annuities, and other transactional fees and product-level fees. The fees mentioned are separate and distinct from the fees charged by LPAM.

Additional Information: 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. We encourage you to review Item 5 of the disclosure Brochure (Form ADV Part 2A) with more detailed information about your fees and costs which are applicable to your account.

Standard of Conduct. 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.

Examples of Ways You Make Money and Conflicts of Interest. As our firm's business model is to support independent advisers, our goal is to provide products and services which allow IARs to grow their business. As such, our firm earns compensation in two ways: (1) a portion of the advisory fee paid by you for Portfolio Management Services is split between the IAR and ourselves to provide back-office services including administrative and operational support, AND (2) all advisory fees paid by you for assets invested in our Tactical Strategies. Therefore, a conflict of interest exists in that we have a financial incentive to recommend our IARs utilize our Tactical Strategies instead of self-managing the assets or using a 3PMM.

- **Additional Benefit:** Employees of LPAM, not independent advisers, are eligible to receive bonuses based upon new AUM brought into the firm, and growth of the firm. *Bonuses paid to employees do not increase any costs or fees paid by the client.*
- **Third-Party (3PMM) Payments:** Compensation is received from the majority of 3PMMs, including but not limited to AssetMark, American Funds, and others, to which IARs direct client assets. In these instances, a referral arrangement is in place in which LPAM, or its IARs, acts as a solicitor on behalf of these entities. In such instances the advisory fee otherwise attributable to those assets being managed by LPAM is waived, and the client is charged only the 3PMM fee on those assets.

Conversation Starter: *"How might your conflicts of interest affect me, and how will you address them?"*

How do your financial professionals make money?

IARs are affiliated with our firm on an independent contractor basis and receive compensation for their services in that and often participate in outside business activities that may or may not include other forms of financial services such as the sale of insurance and annuity products, and CPA tax consulting, among others. In these other capacities, a conflict of interest arises if an IARs recommends the sale of insurance products, or receipt of additional services through the IAR as they will receive additional compensation. In all of these situations, clients are free to reject any such recommendation, and are not obligated to purchase any product or receive any outside service from our representatives. For more information about our conflicts of interest, please read our ADV Part 2A, Items 4, 10, 11 and 12.

Direct employees can also earn bonuses based on the revenue the firm earns from the financial professional's advisory services or recommendations.

Item 4. Disciplinary History *Do you or your financial professionals have legal or disciplinary history?*

Yes, certain financial professionals have reported disclosures on their Form U4 and Part 2B. Information reported on Form U4 is public and can be viewed by searching for the Representative at <https://adviserinfo.sec.gov/>. Additionally, Representatives are required to provide a copy of the 2B prior to or at the time of engaging the client in an advisory contract.

Search Tool: Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

Conversation Starter: *"As a financial professional, do you have any disciplinary history? For what type of conduct?"*

Item 5. Additional Information

For more information about our investment advisory services, or to request up-to-date information, or a copy of the relationship summary, contact the home office at 888-543-3776 or info@lifepro.com.

Conversation Starter: *"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?"*

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