

# Form CRS

## (Customer Relationship Summary)

January 29, 2025

International Assets Advisory, LLC is registered with the Securities and Exchange Commission (SEC) as a broker-dealer and a registered investment adviser, is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). Equity Trust Brokerage, LLC a qualified custodian is registered with the SEC as a broker-dealer and is a member of FINRA and SIPC. International Assets Investment Management, LLC and Global Assets Advisory, LLC are affiliated investment advisers registered with the SEC, all of these entities may be collectively referred to as “we”, “our”, or “us”. Depending on your individual needs and investment objectives, we can provide you with services in a brokerage account, an investment advisory account, or both at the same time. 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](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

<i>Broker-Dealer Brokerage Accounts</i>	<i>Registered Investment Adviser Advisory Accounts</i>
<b><i>What investment services and advice can you provide me?</i></b>	
<p>Our brokerage services include buying and selling securities, variable annuities and indexed annuities. When we provide brokerage services to you, we do not provide ongoing monitoring of your account. However, we will review your account before making recommendations to ensure we act in your best interest. Through our clearing firm, we will provide you with account statements on a quarterly or monthly basis</p> <p>We make investment recommendations, but we do not exercise discretion in your brokerage account. You make the ultimate decision regarding the purchase or sale of investments.</p> <p>There is no minimum to open a brokerage account, but certain products we offer, such as mutual funds and annuities, may have minimum investment amounts.</p> <p><i>For more detailed information on the products and services we offer, including limitations, visit <a href="http://IAAC.com/disclosures">IAAC.com/disclosures</a>.</i></p>	<p>Our advisory services include financial planning programs and Third-Party Asset Manager Programs (TPAM). When we provide advisory services to you, we monitor your investment advisory account. The level and type of monitoring depends upon the program and services you select.</p> <p>We offer both discretionary and non-discretionary advisory accounts and offer both Sub-Advised TPAMs where we serve as your primary investment advisor and Solicitor of TPAMs where we are paid a fee and do not provide ongoing investment advice. You must have a minimum of \$50,000 in order to invest in an advisory account with us.</p> <p><i>For more detailed information on the products and services we offer, including limitations, visit our firm Form ADV, Part 2A Brochure, which is located at <a href="http://IAAC.com">IAAC.com</a>.</i></p>
<b>When we make a recommendation to you of a particular product or strategy, you should know that we offer a limited selection of investments. Other firms could offer a wider range of choices, including lower cost choices.</b>	

<b>Broker-Dealer Brokerage Accounts</b>	<b>Registered Investment Adviser Advisory Accounts</b>
Key Questions to Ask Your Financial Professional:	
<ul style="list-style-type: none"> <li>• <b><i>Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? Why or why not?</i></b></li> <li>• <b><i>What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?</i></b></li> <li>• <b><i>How will you choose investments to recommend to me?</i></b></li> </ul>	
What Fees Will I Pay?	
<p>When you transact business in a brokerage account, you will pay a transaction-based fee, generally known as a commission. The commission is based on the specific transaction, not the value of your account. With stocks, mutual funds and exchange-traded funds this fee is a commission. For a bond, this fee might be part of the price you pay for the investment. With mutual funds this fee reduces the value of your investment. Certain investments, such as mutual funds and variable annuities, impose additional fees that will reduce the value of your investment over time.</p> <p>Also, with certain investments such as certain mutual fund share classes and variable annuities, you may have to pay fees, such as surrender charges, when you sell the investment. The commissions you pay are disclosed to you on transactions confirmations or, for annuity purchases, within the product prospectus. In a brokerage account, more transactions result in us charging you more fees. We therefore have an incentive to encourage you to engage in transactions.</p> <p>In brokerage accounts, we also typically charge custodian fees, account maintenance fees, and other transaction and product fees. These fees are generally charged annually.</p> <p><i>For more information about these fees, please see our Schedule of Miscellaneous Account and Services Fees at: <a href="http://IAAC.com/fee-schedules">IAAC.com/fee-schedules</a>.</i></p>	<p>When you open an advisory account, you will pay an ongoing asset-based fee for our services, based on the value of the cash and securities held within your account. Asset management fees are billed either monthly or quarterly in advance or in arrears. The asset-based fee is based on the value of your account and is not tied to any specific transactions within your account. The fee also does not generally vary based on the type of investments within your account. The asset-based fee reduces the value of your account.</p> <p>For wrap fee advisory accounts, the asset-based fee covers most transaction and custody costs, and as a result wrap fee advisory accounts are charged more than non-wrap fee advisory accounts.</p> <p>Some investments, such as mutual funds and ETFs impose additional fees that will reduce the value of your investment over time. The more assets you have in an advisory account, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees.</p> <p>In advisory accounts, we also typically charge custodian fees, account maintenance fees, and other transaction and product fees.</p> <p><i>For more information about these fees, please see our Schedule of Miscellaneous Account and Services Fees at: <a href="http://IAAC.com/fee-schedules">IAAC.com/fee-schedules</a>.</i></p>

<i>Broker-Dealer</i> Brokerage Accounts	<i>Registered Investment Adviser</i> Advisory Accounts
<p><b>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.</b></p>	
<p>Key Question to Ask Your Financial Professional:</p>	
<ul style="list-style-type: none"> <li>• <b>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?</b></li> </ul>	
<p>What are your legal obligations to me when providing recommendations as my broker-dealer or 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 provide you with a recommendation as your broker-dealer or 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.</i></p> <p>There are instances we share revenue or receive payments from third-parties. We may also act in additional capacities or have relationships with the issuer of securities we recommend to you which generates additional compensation. These factors can create an incentive to recommend certain products or services that pay us more. Visit the links below to learn more about these types of compensation and better understand what this means.</p>	
<p>In a brokerage account, we make money by selling you securities and investment products. Because we get paid when you complete a transaction, we have an incentive to encourage you to purchase more products and make more frequent purchases. Certain products, such as annuities, include continuing payments to us known as “trails.” We have an incentive to recommend investment products that include trails, even if other investments available to you have lower costs or may perform better.</p> <p>For some products we receive higher compensation than on other products. We have an incentive to encourage you to buy products that pay us more, even if other options might perform better.</p> <p>When our interests conflict with your interests, we must mitigate these conflicts or tell you</p>	<p>In an advisory account, when our interests conflict with your interests, we must tell you about them in a way that you can understand so that you can decide whether or not to agree to them or eliminate the conflict.</p> <p>Conflicts could result in you paying more for your investments, or bringing additional assets into your advisory account, than you would if the conflict did not exist.</p> <p>In an advisory account we are paid a fee based on the total assets in your account. We could have an incentive to encourage you to maximize the total assets in your account either through investing with us or adding cash or other investments to your account. We could also have an incentive to engage in transactions that result in higher total assets in your account.</p>

<p>about them and, in some cases, take steps eliminate them.</p> <p><i>For a complete list of our general conflicts of interest and a description of all the ways we make money, visit <a href="http://IAAC.com/disclosures">IAAC.com/disclosures</a>.</i></p>	<p><i>For additional information about our conflicts of interest and a description of all the ways we make money, view our Form ADV Part 2A brochure, which is located at <a href="http://IAAC.com">IAAC.com</a>.</i></p>
<p><b>Broker-Dealer Brokerage Accounts</b></p>	<p><b>Registered Investment Adviser Advisory Accounts</b></p>
<p>Key Question to Ask Your Financial Professional:</p>	
<ul style="list-style-type: none"> <li>• <b>How might your conflicts of interest affect me, and how will you address them?</b></li> </ul>	
<p><b>How does your financial professional make money?</b></p>	
<p>For brokerage accounts, your financial professional is paid a percentage of the selling compensation (commissions, markup, markdowns, loads – as described above) as well as trailing compensation.</p>	<p>For advisory accounts, your financial professional is paid a percentage of the total assets under management fees we collect.</p>
<p>Your financial professional may also receive certain hiring/onboarding incentives such as a recruitment bonus or forgivable loan. They may also receive additional non-cash compensation such as travel to special conferences based on their performance or total revenue generated or reimbursement for certain expenses.</p>	
<p><b>Do you or your financial professionals have legal or disciplinary history?</b></p>	
<p><i>Yes, you can visit <a href="http://Investor.gov/CRS">Investor.gov/CRS</a> for a free and simple search tool to research more information about our Firm and your financial professional.</i></p>	
<p>Key Question to Ask Your Financial Professional:</p>	
<ul style="list-style-type: none"> <li>• <b>As a financial professional, do you have any disciplinary history? For what type of conduct?</b></li> </ul>	
<p><b>Additional Information</b></p>	
<p>You can find additional information regarding our brokerage and advisor services by visiting our website, <a href="http://IAAC.com">IAAC.com</a>. If you need any other up-to-date information or would like a copy of our relationship summary sent to you, call us at (407)254-1500.</p>	
<p>Key Question to Ask Your Financial Professional:</p>	
<ul style="list-style-type: none"> <li>• <b>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?</b></li> </ul>	