Introduction

Creative Planning Institutional Advisors, LLC ("Creative Planning IA" or the "Firm"), is an investment adviser registered with the Securities and Exchange Commission ("SEC"). It is important for you to understand how advisory services and fees differ in order to determine which type of account is right for you. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about investment advisers, broker-dealers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services including Investment Management, either directly to retail investors, or through services we offer to retirement plan sponsors. If you hire us for discretionary Investment Management services, we work with you to understand your goals and to provide advice on asset allocation and portfolio construction, manage your investments directly, and/or hire unaffiliated portfolio managers for your account. Your portfolio is monitored at least quarterly, and if necessary, rebalanced to meet your current financial needs. The scope of our relationship and responsibilities, any limits on our discretionary authority, is contained in your written advisory agreement and in any written investment guidelines accepted by us. If you hire us for non-discretionary Investment Management services, you will ultimately make the decisions regarding the investments in your account. We will offer you advice on a regular basis and contact you at least annually to discuss your portfolio. Through Creative Planning Personalized Portfolios, we offer retirement plan sponsors a discretionary and non-discretionary managed account service for their plan participants who wish to have an investment manager select their investments from among the plan's available investment options and manage their account for them. We create various model portfolios from amongst the plan's investment menu, from which an independent financial expert makes specific recommendations to a plan participant based upon information received about the participant. Financial Planning may be provided independent of or together with Investment Management services.

Additional information about our advisory services is located in Item 4 of our Firm Brochure, which is available online at https://adviserinfo.sec.gov/firm/summary/126777.

Questions to Ask Us:

- **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?**

What fees will I pay?

Investment Management: Our advisory fees are calculated as a percentage of assets in your account and generally assessed quarterly before or after services have been rendered, as set forth in your advisory agreement. Our advisory fees are negotiable based upon the complexity of services we provide and generally range from 0.55% to 1.50%. Our maximum annualized fee for this service is 2.00%. We have an incentive to encourage you to increase the assets in your managed account because we receive greater compensation as the assets in your account increase. Alternatively, you may be charged on a fixed fee basis, in which case, our fees will range from $200,000 and below. Our Firm's fees will be automatically deducted from your advisory account unless otherwise agreed to in writing. In rare cases, our Firm will agree to send you invoices rather than automatically deduct our fees from your account. Our advisory fee is not inclusive of other fees you may be charged by third parties, such as execution charges (e.g., custody and trading costs); operational costs (e.g., reporting and model maintenance); and/or portfolio management fees of the manager or product-level fees and expenses (e.g., fund fees and sub-advisory fees).

Creative Planning Personalized Portfolios: We charge plan participants who elect to use our Creative Planning Personalized Portfolios Program monthly or quarterly based upon the average daily balance of their account. The exact fees applicable to each client account is indicated on the executed client and participant agreement(s).

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. Additional information about our fees and costs is located in Item 5 of our Firm Brochure, available online at https://adviserinfo.sec.gov/firm/summary/126777.

Question to Ask Us:

- **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?

When we act as your investment adviser, we must 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, some of which are summarized below. You should understand and ask us about these conflicts because they can affect the investment advice we provide you.

Custodian Selection: Our clients may choose to utilize Fidelity or Schwab, unaffiliated custodians from which we receive services intended to help manage and further develop our business enterprise, which creates an incentive for us to encourage our clients to use Fidelity and Schwab.

Rollovers: When we recommend you rollover your IRA to us, we receive additional compensation for managing your IRA, which creates an incentive for us to recommend a rollover to us.

Broker-Dealer Selection: Some of our principals/Advisory Representatives are registered representatives of Cetera and/or licensed insurance agents. In such capacities, they may recommend securities and/or insurance products to you. We and our Advisory Representatives, receive additional compensation when you purchase a commissionable product through Cetera, which creates an incentive for us to use these broker-dealers over others.

Educational Seminars: Various product wholesalers provide financial assistance to sponsor some of our educational seminars, which incentives us to use their products or services.

Additional information about our conflicts of interest is located in Items 10,12 & 14 of our Firm Brochure, available online at https://adviserinfo.sec.gov/firm/summary/126777.

Question to Ask Us:

- **How might your conflicts of interest affect me, and how will you address them?**

How do your financial professionals make money?

Our Advisory Representatives are generally compensated based on the revenue our Firm earns from Investment Management services, including advisory fees, and other revenue related to the purchase and sale of securities, insurance products, and fees associated with other products, as applicable.

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

Yes, our firm/ financial professionals have legal and/or disciplinary disclosures. Visit www.Investor.gov for a free and simple search tool to research our firm and our financial professionals.

Questions to Ask Us:

- **As a financial professional, do you have any disciplinary history? For what type of conduct?**

Additional Information

You can find additional information about our investment advisory services at www.adviserinfo.sec.gov by searching CRD #126777. You may also contact our firm at (800) 814-8742 to request a copy of this relationship summary and other up-to-date information.

Questions to Ask Us:

- **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?**