

Disciplined Investors, LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser. 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, which also provides educational materials about broker-dealers, investment advisers, and investing.

Relationships & Services:

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

We offer investment advisory services to retail investors, including Investment Management and Consultation Services based on your specific investment guidelines, objectives, and risk tolerance. Investment Management services begin with an assessment of your unique financial situation, which may include preparation of retirement projections and financial plans. We will work with you to identify a target asset allocation which would include stocks, bonds, and money market securities. We will also consider your need for income and tax-advantaged investments in creating a custom portfolio for you. You may engage us to manage your entire portfolio or portions of the total for which requirements and guidelines are set. As part of our standard service, portfolios are monitored and reviewed at least quarterly and adjustments are made when necessary.

Investment Consultation services include the identification of investment objectives and guidelines, measuring portfolio performance, and reviewing specific securities, funds, and managed portfolios.

We are granted discretionary trading authority which gives us the ability to decide which securities to trade, how much, and when on an ongoing basis, without receiving your prior approval. You may also choose to have assets managed on a non-discretionary basis, which places the burden on you to place the trades or authorize us to place your trades.

Investment Offerings: You will have the opportunity to place reasonable written restrictions on the types of investments to be held in the portfolio and should notify us in writing of any changes in your financial status, investment objectives, policies, or restrictions. When recommending mutual funds for your portfolios we use only no-load funds.

Account Minimums and Other Requirements: We do not impose a minimum account size.

Additional Information. Please see our [Form ADV, Part 2A brochure](http://www.dinvestors.com/images/stories/pdf/adv.pdf), Items 4, 5 and 8 available at <http://www.dinvestors.com/images/stories/pdf/adv.pdf>

Conversation Starters: 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?

Fees, Costs, Conflicts & Standard of Conduct:

WHAT FEES WILL I PAY?

We are compensated for our Investment Management Services as a percentage of the value of assets we manage (usually charged quarterly, in arrears). The more assets there are in your account, the more you will pay in fees and we may therefore have an incentive to encourage you to increase the assets in your account. We are compensated on an hourly basis for Consultation Services which can be negotiated. Fees paid to us are separate and distinct from additional fees and expenses charged to your accounts and investments, such as trading costs, costs of the investment and other related fees. 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:** For more information, please visit see Item

5 in our [Form ADV, Part 2A](http://www.dinvestors.com/images/stories/pdf/adv.pdf) available at <http://www.dinvestors.com/images/stories/pdf/adv.pdf>

Conversation Starters: 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 have to act in your best interest (Fiduciary Standard) 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. 401(k) accounts managed as part of a large plan may have a lower fee than rolling the assets into an IRA as an individually managed account and we may therefore be incented to manage the higher fee-paying account. Also, we recommend Charles Schwab & Co., Inc. as a preferred custodian who provides us with some services that benefit us rather than our clients directly.

Additional Information: For more information on our conflicts of interest, see our [Form ADV, Part 2A](http://www.dinvestors.com/images/stories/pdf/adv.pdf), available at <http://www.dinvestors.com/images/stories/pdf/adv.pdf>

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

HOW DO YOUR PROFESSIONALS MAKE MONEY?

Our personnel receive a salary, discretionary bonus and profit sharing based on individual job performance and the success of the firm.

Disciplinary History:

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

No. For more information, please refer to Item 9 in our [Form ADV, Part 2A](http://www.dinvestors.com/images/stories/pdf/adv.pdf), available at <http://www.dinvestors.com/images/stories/pdf/adv.pdf> or you can visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

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

Additional Information:

For additional information about our services, visit our website at www.dinvestors.com. If you would like additional, up-to-date information or a copy of this disclosure, call (254) 265-7410 or email Todd Stoner at todd@dinvestors.com or Russell Livesay at rl@dinvestors.com.

Conversation Starters: 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?