

Introduction

Our firm, Rosenthal Advisory Services, LP, is an investment adviser registered with the Securities and Exchange Commission. We feel that it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools 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 are a registered investment adviser that offers investment advisory services to clients. Our advisory services include Wrap Comprehensive Portfolio Management and Financial Planning & Consulting. If you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, goals, and risk tolerance. Based on what we learn, we'll recommend a portfolio of investments that is monitored on an ongoing basis and the underlying account which is monitored at least annually, and if necessary, rebalanced to meet your changing needs, stated goals and objectives. We'll offer you advice on a regular basis and contact you at least annually to discuss your portfolio.

You can select in our agreement whether we are allowed to buy and sell investments in your account without asking you in advance ("discretion") or only buy and sell investments in your account after receiving your permission ("non-discretion"). If you select non-discretion, you make the ultimate decision regarding the purchase or sale of investments. Any limitations will be described in the signed advisory agreement. We will have discretion or non-discretion until the advisory agreement is terminated by you or our firm.

We do not restrict our advice to limited types of products or investments.

Our firm requires a minimum aggregate household account balance of \$500,000 to open and maintain an account for our Wrap Comprehensive Portfolio Management service. Exceptions may be granted to this minimum based on the type of client, the complexity of the client's situation, the composition of the client's account, other advisory services provided and the relationship.

Financial Planning & Consulting is included in our Wrap Comprehensive Portfolio Management service for no additional fee.

Additional information about our advisory services is in Item 4 of our Wrap Fee Program Brochure, which is available online at files.adviserinfo.sec.gov/IAPD.

What fees will I pay?

You will be charged an ongoing quarterly fee based on the value of the investments in your account. Our Wrap Comprehensive Portfolio Management fee schedule ranges from 0.60% to 1.60% depending on the value of the investments in your account. The more assets you have in your advisory account, the more you will pay us. We therefore have an incentive to increase the assets in your advisory account in order to increase our fees. Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account. Our firm's fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account. In rare cases, our firm will agree to send you invoices rather than automatically deduct our firm's fees from your advisory account.

We pay the broker-dealer's transaction fees charged to you for our Wrap Comprehensive Portfolio Management service. The fees for our wrap fee programs are therefore higher than a typical asset-based advisory fee where clients pay the transaction fees separately.

You may pay charges imposed by the broker-dealer holding your accounts for certain investments and maintaining your account. Some investments, such as mutual funds, index funds, exchange traded funds, and variable annuities, charge additional fees that will reduce the value of your investments over time.

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 is in Item 4 of our Wrap Fee Program Brochure which is available online at files.adviserinfo.sec.gov/IAPD.

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 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:

Some of our firm’s financial professionals are registered representatives of LPL Financial LLC (“LPL”), an SEC registered broker-dealer and investment adviser. Your financial professional may offer you brokerage services through LPL or investment advisory services through our firm. Brokerage services and investment advisory services are different, and the fees our firm and LPL charge for those services are different. It is important that you understand the differences. In particular, your financial professional may earn additional transaction-based compensation and have additional conflicts of interest as a result of providing brokerage services through LPL. You are encouraged to learn more about LPL by reviewing LPL’s relationship summary at <https://www.lpl.com/disclosures.html> and having a discussion with your financial professional. You can also access free and simple tools to help you research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

Our firm’s financial professionals include licensed insurance agents who sell insurance products for a commission. They have an incentive to recommend insurance products to you in order to increase their compensation.

For our wrap services, we pay the broker-dealer’s transaction fees charged to you for most types of assets except for select Exchange Traded Funds on LPL’s SWM II Platform. As a result, we have an incentive to recommend said ETFs to reduce the amount of the broker-dealer’s transaction fees that we will have to pay on your behalf.

Additional information about our conflicts of interest is in Item 9 of our Wrap Fee Program Brochure which is available online at files.adviserinfo.sec.gov/IAPD.

How do your financial professionals make money?

Our financial professionals are compensated based on the amount of client assets they service. In addition, Burk Rosenthal is compensated based on the type of product sold and/or product sales commissions.

LPL may provide other compensation to RAS and/or William Burk Rosenthal, including but not limited to, bonus payments, repayable and forgivable loans, stock awards and other benefits. The receipt of any such compensation may create a financial incentive for RAS to recommend LPL Financial as custodian for the assets in your advisory account.

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

No, our firm and financial professionals do not have any legal and disciplinary history to disclose. Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Additional Information

You can find additional information about our firm’s investment advisory services on the SEC’s website at www.adviserinfo.sec.gov by searching CRD #114533. You may also contact our firm at 817-336-2000 to request a copy of this relationship summary and other up-to-date information.

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 those qualifications mean?
- Help me understand how these fees and costs may 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?
- How might your conflicts of interest affect me, and how will you address them?
- As a financial professional, do you have any disciplinary history?
- For what type of conduct?
- 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?