

Form CRS Client Relationship Summary

Ambassador Advisors, LLC

August 31, 2020

Item 1 – Introduction: Is an investment advisory account right for you?

Ambassador Advisors, LLC is registered with the Securities and Exchange Commission as an investment adviser. Please be aware that brokerage and investment advisory services and fees differ and that it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2 – What investment services and advice can you provide me?

We offer investment advisory services to retail investors. Our principal services include portfolio management, the selection or recommendation of other advisors, pension consulting, financial planning and advisory consulting. As part of our standard portfolio management service we provide continuous and regular supervisory and/or management services with respect to your account(s). Our management services are offered on either a *discretionary* or *non-discretionary* basis. *Discretionary* authorization allows us to determine the specific securities, and the amount of securities, to be purchased or sold for your account without your approval prior to each transaction. You may limit our discretionary authority (for example, by limiting the types of securities that can be purchased for your account) by providing our firm with your restrictions and guidelines in writing. *Non-discretionary* arrangements require us to obtain your approval prior to executing any transactions on behalf of your account. We may engage a sub advisor to manage a portion of your portfolio under our supervision. We will continuously evaluate the performance of your portfolio to ensure the sub advisor selected adheres to your asset allocation guidelines; make recommendations regarding the sub advisor as market factors and your personal goals dictate; and assume discretionary authority to hire or fire the sub adviser where such action is deemed to be in your best interest. We may recommend you use various third-party investment advisers for the provision of certain investment advisory services, platforms, and programs based on your financial situation and investment objectives. Securities transactions will be decided upon and executed by the third-party advisor on a *discretionary* basis. We will not manage or obtain discretionary authority over the assets in accounts participating in these programs; however, you may grant us the discretionary authority to hire and fire such third-party advisors, change managers, programs, or platforms. Generally, you may not impose restrictions on investing in certain securities or types of securities in accounts managed by a third-party advisor. We will periodically review the reports provided to you by the third-party advisor, review the accounts with you, and communicate information to the third-party advisor as necessary, and assist you in understanding and evaluating the services provided by the third-party advisor. We also offer financial planning or general consulting advice on various, specific or limited aspects of the management of financial resources that address those specific areas of concern. We do not monitor investments made as part of a financial plan or consulting engagement unless you hire us for management or supervisory services. Our pension consulting services are offered *discretionary* or *non-discretionary* basis. We do not limit our advice to proprietary products, or a limited menu of products or types of investments, however, we take significant positions in mutual funds and exchange traded funds. In general, we do not require a minimum amount of assets to establish a relationship with us. However, in our discretion, we reserve the right to terminate accounts that are too small to effectively manage.

For additional information, please refer to Items 4, 7, & 13 of our Form ADV Part 2A at the following link:
<https://adviserinfo.sec.gov/firm/brochure/116978>.

Conversation Starters. Ask your financial professional—

- ❖ *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 – What fees will I pay?

We are primarily compensated by a percentage of assets under our management, a percentage of net worth, and receipt of a portion of third-party advisory fees. Our fees vary depending on the services you receive. Portfolio management fees are based upon a percentage of your assets under our management, and are payable monthly in arrears. The more assets there are in your advisory account, the more you will pay in fees. Therefore, we have an incentive to encourage you to increase the assets in your account. When we refer you to a third-party investment advisor, we receive a portion of the third-party investment advisor's fee as compensation payable in accordance with the agreement with the third-party advisor. Asset-based fees associated with any third-party wrap fee programs will include most transaction costs and fees to a broker-dealer that has custody of these assets, and therefore are higher than a typical asset-based advisory fee. Pension consulting, financial planning and consulting fees are based on an hourly fee, a flat fee, a fee based on percentage of assets, or a combination of fee arrangements based on the scope and complexity and as set forth in the agreement for services to be provided. Our fees are negotiable depending upon the complexity and scope of the service, your financial situation, and your objectives. Third-party advisory fees may or may not be negotiable.

Description of Other Fees and Costs: The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by investment companies (e.g., mutual funds, exchange traded funds, unit investment trusts and variable annuities). These fees are described in each fund's prospectus. These fees will generally include a management fee and other fund

expenses. You will also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the broker-dealer or custodian that executes the trade. The broker-dealer or custodian may also charge your account for custodial fees, retirement account fees, trust fees, exchange fees, redemption fees that may be assessed on investment company shares, transfer fees, account termination fees or other special service fees and charges. We do not share in any portion of these fees imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, you should review all the fees charged by investment companies, broker-dealers, our firm, and others.

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.

**For additional information about fees, please refer to Item 5 of Form ADV Part 2A at the following link:
<https://adviserinfo.sec.gov/firm/brochure/116978>.**

Conversation Starter. Ask your financial professional—

❖ *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 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:

- All investment advisors face conflicts of interest which are inherent in the business. Our primary source of compensation is through asset-based fees. Therefore, we are incentivized to acquire new clients and to increase assets under management. Other conflicts of interest result from other business activities we engage in and relationships we have with business partners and third parties, or affiliations we have established with other financial institutions.
- Where we recommend that you use a third-party advisor, we will share in the compensation you pay to the third-party advisor for managing your account. The compensation arrangement presents a conflict of interest due to a financial incentive to recommend the services of third-party advisors with which we have more favorable compensation arrangements. Lower fees may be available from firms that do not utilize or recommend third-party advisers. You are not required to use the services of any third-party advisor or program we recommend.

Conversation Starter. Ask your financial professional—

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

Please refer to our Form ADV Part 2A for further information on our conflicts of interest and how we address them at the following link: <https://adviserinfo.sec.gov/firm/brochure/116978>.

How do your financial professionals make money?

Our financial professionals receive salary-based compensation, a percentage of advisory billings and/or bonuses based on the amount of client assets they bring to our firm. Therefore, our financial professionals have an incentive to encourage you to increase the assets in your account. Our financial professionals are insurance agents and registered representatives with American Portfolios Financial Services, Inc., a securities broker-dealer. This creates a conflict of interest because these persons will receive additional commission-based compensation in connection with the purchase and sale of insurance and securities, including 12b-1 fees, for the sale of certain investment company products. You are not required to purchase insurance or securities from our financial professionals.

Item 4 – Do you or your financial professionals have legal or disciplinary history?

Yes. Our firm and some of our financial professionals have reportable disclosures on their regulatory filings.

For a free, simple search tool to research us and our financial professionals please visit Investor.gov/CRS.

Conversation Starter. Ask your financial professional—

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

Item 5 – Additional Information

For additional information about our advisory services, please refer to our Form ADV Part 2A brochure available at <https://adviserinfo.sec.gov/firm/brochure/116978>; and, in the individual Form ADV Part 2B brochure supplement(s) your representative provides. If you have any questions, need up-to-date information and/or need a copy of this Client Relationship Summary, please contact us at (717) 560-8300.

Conversation Starters. Ask your financial professional—

- ❖ *Who is my primary contact person?*
- ❖ *Is he or she a representative of an investment advisor or a broker-dealer?*
- ❖ *Who can I talk to if I have concerns about how this person is treating me?*