

June 15, 2020

Item 1: Introduction

Affinity Investment Advisors, LLC (our “firm”, “we”, “us”) is registered with the Securities and Exchange Commission as an Investment Advisor.

Brokerage and investment advisory services and fees differ, and it is important for the retail investor to understand the 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.

Item 2: Relationships and Services

What investment services and advice can you provide me?

Our firm offers investment advisory services to retail investors on both a discretionary and non-discretionary basis through multiple equity strategies and a balanced strategy. For our discretionary services we select the securities to be bought and sold without asking you in advance. For our non-discretionary services, we must obtain your permission. We offer this standard service to you through third party wrap fee programs, an ETF we advise directly, and through sub-advisory arrangements, which is where another advisor has the overall relationship with you but has selected to provide the investment advisory services. You have the opportunity to place reasonable restrictions on the types of investments we make on your behalf. We recommend you invest at least \$250,000 in a portfolio that we manage; however, we may accept lower amounts. The wrap fee programs advised by our firm may have lower minimum requirements. We will review and monitor your account on at least a monthly basis.

FOR ADDITIONAL INFORMATION REGARDING OUR SERVICES, PLEASE SEE ITEMS 4 AND 7 OF OUR [Form ADV Part 2A](#).

Ask us the following questions:

- *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: Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

You will pay us a management fee that is billed quarterly and based on your assets under management with our firm. The more money you invest with us the more fees you will pay; therefore, we have an incentive to encourage you to increase the assets in your account. If you are invested in one of the wrap fee programs we manage, you will pay a fee directly to the wrap fee program and we will receive a portion of that fee for our services. Fees paid to the wrap fee program are inclusive of transaction and custody fees paid to the broker-dealer and are therefore higher than typical asset-based advisory fees. If you are invested in the ETF we advise, in addition to our management fee, you will pay operating expenses for the ETF. If we have a direct or sub-advisory relationship with you, you will pay additional custodial and transactions fees to the broker dealers used to transact in your account.

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 REGARDING OUR FEES, PLEASE SEE ITEM 5 OF OUR [Form ADV Part 2A](#).

Ask us the following question:

- *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.

We advise an ETF in which we receive a management fee. We have a financial incentive to recommend this ETF as an investment in your portfolio. If we are advising your assets under a wrap program, directly, or through a sub advisory relationship and a portion of your assets are invested in our ETF, we will not charge you for the portion managed in the ETF to avoid duplication of management fees.

FOR ADDITIONAL INFORMATION REGARDING OUR CONFLICTS, PLEASE SEE ITEM 10 OF OUR [Form ADV Part 2A](#).

Ask us the following question:

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

How do your financial professionals make money?

Our financial professionals are paid a salary, and some are paid a discretionary bonus, which is based on the performance and profitability of the firm. Like all businesses, we have an incentive to drive revenue and profits.

Item 4: Disciplinary History

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

No. Please visit Investor.gov/CRS, for a free and simple tool to research our firm and financial professionals.

Ask us the following question:

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

Item 5: Additional Information

For additional information regarding our fees, services, and conflicts, please see our [Form ADV Part 2A](#), or visit our website at www.affinityinvestment.com. Please contact us at 949-660-6373 for more up-to-date information or request a copy of this client relationship summary.

Ask us the following questions:

- *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?*