

Tranel Intelligent Investing, LLC
January 30, 2024

FORM CRS

Tranel Intelligent Investing, LLC is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ, and it is important for you, our client, to understand the differences. Additionally, 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. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

We offer portfolio management services to retail investors online through our proprietary interactive platform. Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 7, and 8 by clicking this link [<https://adviserinfo.sec.gov/>].

Account Monitoring: We do not review your accounts or investments that are managed through our platform. We review the algorithms on our platform at least quarterly and will make changes in our models as dictated by market conditions and other factors. If we make changes in the algorithms that would result in a change in recommendations made to you by the platform based on your specific circumstances, your account will be updated based on the new recommendations.

Investment Authority: Investment accounts on a discretionary basis whereby we will decide which investments to buy or sell for your account.

Investment Offerings: Investments recommended for accounts through our website include various types of investments; however, we primarily recommend investments in mutual funds and ETFs.

Account Minimums and Requirements: We require a minimum of \$5,000 to open and maintain an advisory account. At our discretion, we may waive this minimum account size. For example, we may waive the minimum if you appear to have significant potential for increasing your assets under our management.

Key Questions to 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?**

What fees will I pay?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A, Items 5 and 6 by clicking this link [<https://adviserinfo.sec.gov/>].

- **Asset Based Fees** - Payable quarterly in advance. Deducted from your account by the custodian. Since the fees we receive are asset-based (i.e., based on the value of your account), we have an incentive to increase your account value, which creates a conflict.

Examples of the most common fees and costs applicable to our clients are:

- Custodian fees;
- Account maintenance fees;
- Fees related to mutual funds and exchange-traded funds;
- Transaction charges when purchasing or selling securities; and
- Other product-level fees associated with your investments.

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.

Key Questions to 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.

Our fees are based on your continued use of our website and the quality of the recommendation we make. Conflicts exist from our need to generate revenue through your continuous depositing of additional funds to your account that could result in providing more frequent rebalances and financial studies than you would otherwise require in order to retain your interest and engagement with our online investment management services.

Refer to our Form ADV Part 2A by clicking this link [<https://adviserinfo.sec.gov/>] to help you understand what conflicts exist.

Key Questions to Ask Your Financial Professional

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

How do your financial professionals make money?

The financial professionals servicing your account(s) are compensated in the following ways: Salary and Bonus, based on the profitability of the firm.

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

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

Key Questions to Ask Your Financial Professional

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at 847-680-9073 or click the link provided [<https://adviserinfo.sec.gov/>].

Key Questions to Ask Your Financial Professional

- **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?**