

South State Advisory, Inc. (“our”, “us”, “we”) is registered with the U.S. Securities and Exchange Commission as an Investment Adviser. Brokerage and investment advisory services and fees differ. It is important for the retail investor (“client”, “you”, “your”) to understand the differences. Free and simple tools are available to research firms and financial professionals at <https://investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing. South State Advisory is a wholly owned subsidiary of South State Bank, N.A., a national banking association. Investments offered may lose value, are not deposits of South State Bank, N.A., and therefore not insured or guaranteed by the FDIC or any government agency.

### **What investment services and advice can you provide me?**

We offer investment advisory services to retail investors. For most clients, financial planning is incorporated into our services at no additional charge. We build an investment strategy by choosing investments that are customized to match the cash flow, risk, and time horizon needs of your particular life circumstances and financial objectives. In certain cases, financial planning is provided separately.

As part of our standard service, we offer advice and monitor accounts on a regular basis, discussing and designing a strategy we believe aligns with your investment goals. We interact with you as needed throughout our relationship. It is important that you inform us of any changes in your investment objectives and/or financial situation. At least annually, your investment advisor representative is required to formally review your investment objectives against the actual allocations and investment holdings within your account.

You can choose an account that allows us to buy and sell investments on your behalf without asking you in advance (a “discretionary account”). You can alternatively choose an account where we make investment recommendations to you, but you ultimately decide what investments to buy and sell (a “non-discretionary account”). We accept reasonable restrictions on investing in certain securities or types of securities.

We require you to sign a written investment advisory agreement which authorizes us to manage investments on your behalf. You may cancel the agreement at any time. There is no minimum balance to open or maintain an account although minimum fees do in some cases apply. To obtain more information about our relationships and services, follow this link to Items 4 and 7 of our ADV Part 2A: <https://adviserinfo.sec.gov/firm/brochure/153113>.

*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 mean?*

### **What fees will I pay?**

We charge an ongoing fee for investment advisory services based on the market value of your account, including cash balances. Fees are tiered (1% on the first \$1,000,000, 0.75% on the next \$2,000,000, etc.) Fees are assessed quarterly in advance. The amount you pay generally does not vary based on the type of investments selected and you pay a fee even if we do not buy or sell any investments. The more assets you have in your advisory account, the higher your fees will be. We therefore have an incentive to increase the value of the assets in your account to increase our fees. We have the option to separately offer and charge for financial planning services, although in most cases they are embedded in our investment advisory services. If billed separately, total costs for financial planning, whether per hour or on a fixed retainer basis, range from \$500 to \$50,000 or more, depending upon the complexity of the plan.

You pay additional fees, including, but not limited to, any commissions, custody fees, transaction charges, or trade markups/ markdowns. Should you direct us to use a particular broker or custodian, these fees may be higher than other alternatives. Certain types of investments involve additional fees and expenses. For example, if you own mutual funds and exchange traded funds, you pay the operating expenses of these 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. For more information about fees and expenses, follow this link to Item 5 our ADV Part 2A:

<https://adviserinfo.sec.gov/firm/brochure/153113>.

*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 an 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 have an agreement with our parent, South State Bank, N.A. (“SSB”), to provide investment advisory services for its client accounts where it has authority to make investment decisions. SSB’s Private Wealth Department pays a fee to us for this service, who may additionally pay compensation to a bank employee for client referrals to this Department. Our employees are also eligible to receive compensation for client referrals to SSB and affiliates.

We place certain equity and fixed income trades through brokers that offer soft dollar benefits directly or through our affiliates. The use of soft-dollars means you pay a higher per-share commission when managing your account, which we then use to pay for eligible expenses, which reduces our cost to access these services.

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

Read our ADV Part 2 A (<https://adviserinfo.sec.gov/firm/brochure/153113>) to learn more about potential conflicts and how we address them.

### **How do your financial professionals make money?**

Our investment advisory representatives receive a salary and are eligible to receive compensation as part of a formal incentive compensation plan. The plan is based on factors such as client accounts opened or additional assets added to an existing account, the revenue and profitability of the business unit, as well as other measures such as audit results or management evaluation of employee performance. Employees are also eligible to receive compensation referrals to our parent company and its affiliates.

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

We do not currently have any financial professionals with legal or disciplinary history. Please visit <https://investor.gov/CRS> for a free and simple search tool to research our firm and our financial professionals.

*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?*

**For up-to-date information or to request a current copy of Form CRS, contact Raymond Hrin, at 803-231-3492 or at [raymond.hrin@southstatewealth.com](mailto:raymond.hrin@southstatewealth.com).**