

**DriveLoyalty, LLC (BD# 310890, SEC# 8-70641)**  
**15 Exchange Place**  
**Jersey City, NJ 07302**  
**Client Relationship Summary (Form CRS)**

**1) Introduction:**

DriveLoyalty, LLC (“DriveLoyalty”, “we”, “us”) is registered with the Securities and Exchange Commission (“SEC”) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). Please read the below carefully as it provides information to you about what types of services DriveLoyalty offers. Please note that brokerage and advisory services and fees differ and it is important that you understand the difference so you can make the best decision regarding varying services which best suit your needs. Free tools and information are available to assist you at [Investor.gov/CRS](https://www.investor.gov/crs) – which provides education materials about broker-dealers, investment advisers and investing.

**2) Relationship and Services Summary:**

***Conversation starter question to ask of DriveLoyalty: What investment services and advice can you provide me?***

DriveLoyalty is an introducing broker-dealer and has entered into an agreement with its affiliate DriveWealth, LLC (“DriveWealth”), pursuant to which DriveWealth will act as the clearing firm for DriveLoyalty and will carry your Account on a fully-disclosed basis, meaning DriveWealth knows you as the underlying customer.

(a) DriveWealth carries your Account and is responsible for the clearing and bookkeeping of transactions, but is not otherwise responsible for the conduct of DriveLoyalty. DriveLoyalty as your introducing firm provides order instructions concerning your Account to DriveWealth, which instructions DriveWealth may accept without inquiry or investigation. DriveWealth will deliver confirmations, statements, and all written or other notices with respect to your Account directly to you with copies to, or made available to DriveLoyalty.

(b) Your DriveLoyalty Account is entirely self-directed and you are solely responsible for any and all orders placed in your Account, for your investment decisions, and for determining the suitability of any particular transaction, security, or investment strategy.

(c) DriveLoyalty does not provide tax, legal, or investment advice of any kind, and we do not give advice or offer opinions with respect to the nature, potential value, or suitability of any Transaction or investment strategy in your Account.

### **3) Fees, Costs, Conflicts and Standard of Conduct:**

*Fees and costs affect the value of your account over time. Please ask your financial professional to give you personalized information on the fees and costs that you will pay.*

***Conversation starter question to ask of DriveLoyalty: What fees will I pay?***

#### **Fees:**

(a) Commissions and Fees: We may charge your Account for trade charges, brokerage commissions, mark-ups and other fees for the Service (the “Fees”). Fees may be implemented or increased from time to time, at our sole discretion. In the event that a Fee is implemented or changed, we will give you prior notice if possible. If not possible, notice will be given to you as soon as practicable after the change is implemented.

(b) Taxes: You are responsible for and will pay any applicable taxes, duties and fees, including any interest and penalties with respect thereto, which may be assessed under present or future laws in connection with your Account. You are responsible for reporting all proceeds of sale transactions, dividends paid, or other amounts in your Account to all appropriate national, regional, or local taxing authorities.

(c) Additional Fees: Your Account may be assessed certain fees and charges for miscellaneous services performed that are outside the standard services delivered to DriveLoyalty, such as Account transfer fees, inactivity fees, and other legal transfer charges. Additionally, certain fees charged to DriveLoyalty and/or DriveWealth may be passed along to you directly, including Section 31 Transaction Fees (“SEC Fee”), trading activity fee (“TAF”), and American Depository Receipts Fees (“ADRs”).

For additional information, such as our full fee schedule, please refer to disclosures located at <http://pages.drivewealth.com/DriveLoyalty-Disclosures.html>.

***Conversation starter question to ask of DriveLoyalty: How does your firm and financial professionals make money?***

DriveLoyalty financial professionals do not receive commissions or other compensation related to client assets or client investment activity. DriveLoyalty financial professionals receive salaries and discretionary bonuses based on job responsibilities and performance. DriveLoyalty does not assign a financial representative to your account and there is no compensation based on advice,

commissions or recommendations. The firm earns the following fees when providing its services to you:

(a) Sweep Program: As noted in our account agreements, interest in sweep programs is earned on funds swept and a portion of the interest is paid to DriveWealth, DriveLoyalty, and yourself.

(b) Securities Lending: A portion of the loan value for securities lent by you through DriveWealth's Securities Lending Program.

### **Our Obligations to You:**

***Conversation starter question to ask of DriveLoyalty:*** *How might your conflicts of interest affect me, and how will you address them?*

*We must abide by certain laws and regulations in our interactions with you.*

DriveLoyalty does not make any recommendations as to particular investments or investment strategies and does not provide advice as it relates to securities and tax matters. When we provide any services to you, we must treat you fairly and comply with a number of specific obligations and cannot place our interest ahead of yours. In certain instances, there may be conflicts of interest. We take every effort to monitor and mitigate those conflicts so that they do not impact the quality of service provided to your account. We provide disclosures where appropriate including, but not limited to, the issuance of 606 reports which detail the executions of trades, and the management of cash in your account via sweep programs.

DriveLoyalty, LLC is a wholly owned subsidiary of DriveWealth Holdings, Inc., and an affiliate of DriveWealth, LLC, an SEC and FINRA registered clearing broker, and DriveWealth Institutional, LLC, an SEC and FINRA registered executing broker. When you place trades through DriveLoyalty, LLC your trades will be routed to DriveWealth, LLC and may then also be routed to, or executed by DriveWealth Institutional, LLC.

### **4) Disciplinary History:**

***Conversation starter question to ask of DriveLoyalty:*** *Do you or your financial professionals have legal or disciplinary history?*

- At this time neither DriveLoyalty as a firm, nor any of its financial professionals, have legal or disciplinary events. Visit [www.investor.gov](http://www.investor.gov) for a free and simple search tool to research our firm, your broker or investment advisor and the financial professionals associated with those firms.

**5) Additional Information:**

*We strongly encourage you to seek out additional information.*

- For additional information about the brokers and services, visit Investor.gov or [BrokerCheck](https://www.brokercheck.org/) (BrokerCheck.Finra.org. FINRA's BrokerCheck Help Line is (800) 289-9999.), our website, our partner's website, and your account agreements. For additional information on advisory services, see your investment advisors Form ADV brochure on IAPD, on Investor.gov, or on their website and any brochure supplement your financial professional provides.
- Helpful Tips: Educate yourself about investment products, including the risks and unique characteristics of those products, perform fee calculations, review investor alerts and bulletins, and review educational information regarding broker-dealers and investment advisors.
- To report a problem to the SEC, which has jurisdiction over investment advisors, visit Investor.gov or call the SEC's toll-free investor assistance line at (800) 732-0330. To report a problem to FINRA, which has jurisdiction over broker-dealers, visit FINRA.org or call (301) 590-6500.
- For additional information about DriveLoyalty/DriveWealth's services and disclosures please visit our website at <https://legal.drivewealth.com/>, <http://pages.drivewealth.com/DriveLoyalty-Disclosures.html>
- Statements in this summary are mandated by the SEC Form CRS and do not create or modify any agreement, relationship or obligation between you and our firm. For more complete terms and conditions of our services please refer to our account agreements and disclosures.