



## Ellevest, Inc.

Ellevest, Inc. is registered with the Securities and Exchange Commission as an Investment Adviser. The services and fees provided by an investment adviser differ from those offered by a broker-dealer. It is important that you understand the differences. You can find free and simple educational materials and tools to help you research investing, investment adviser and broker-dealer firms and the financial professionals that serve these firms at [Investor.gov/CRS](https://www.investor.gov/CRS).

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

#### Ellevest Wrap Fee Programs

Ellevest provides discretionary goal-based investment advice, financial planning and/or banking services through three distinct wrap fee programs: Ellevest Digital, Ellevest Premium and Ellevest Membership (the “Ellevest Programs”) to retail investors. Ellevest Programs are offered through our website at [www.ellevest.com](https://www.ellevest.com) and through our mobile application. In an attempt to keep investment costs low, Ellevest utilizes exchange traded funds and/or mutual funds to invest client funds.

Ellevest Programs	Investment Services & Advice Provided
<b>Ellevest Digital</b>	<ul style="list-style-type: none"> <li>Investing (Build Wealth, Retirement, Kids, Splurge, Business, &amp; Home goals)</li> <li>Brokerage and custodial services through broker, Folio, Inc.</li> </ul>
<b>Ellevest Premium</b>	<ul style="list-style-type: none"> <li>Investing (Build Wealth, Retirement, Kids, Splurge, Business &amp; Home goals)</li> <li>Brokerage and custodial services through broker, Folio, Inc.</li> <li>Financial planning guidance and career coaching</li> </ul>
<b>Ellevest Membership</b>	<u>Ellevest Essential</u> <ul style="list-style-type: none"> <li>Investing: Build Wealth goal (Brokerage/custody through Folio, Inc.)</li> <li>Banking Services: Save &amp; Spend accounts through the Ellevest debit card*</li> <li>Learn content and 20% off financial planning &amp; career coaching consulting services</li> </ul>
	<u>Ellevest Plus</u> <ul style="list-style-type: none"> <li>Investing: Build Wealth &amp; Retirement goals (Brokerage/custody through Folio, Inc.)</li> <li>Banking Services: Save &amp; Spend accounts through the Ellevest debit card*</li> <li>Learn content and 30% off financial planning &amp; career coaching consulting services</li> <li>Annual Membership fees for Ellevest Plus are offered at discounted rates</li> </ul>
	<u>Ellevest Executive</u> <ul style="list-style-type: none"> <li>Investing: Build Wealth, Retirement, Kids, Splurge, Business &amp; Home goals (Brokerage/custody through Folio, Inc.)</li> <li>Banking Services: Save &amp; Spend accounts through the Ellevest debit card*</li> <li>Learn content and 50% off financial planning &amp; career coaching consulting services</li> <li>Annual Membership fees for Ellevest Executive are offered at discounted rates</li> </ul>

\*Banking products and services are provided by Coastal Community Bank (“Coastal”), Member FDIC, pursuant to license by Mastercard International.

#### Ellevest Private Wealth Management Investment Advisory Service

Ellevest provides discretionary investment management services to high net worth retail investors through its Private Wealth Management (PWM) investment advisory service.

Ellevest Service	Investment Services & Advice Provided
<b>Ellevest PWM Advisory</b>	<ul style="list-style-type: none"> <li>Custom investment strategy considering the client’s objectives and financial situation</li> <li>Recommendations of unaffiliated sub-advisers to manage a client’s portfolio</li> <li>Brokerage and custodial services through Charles Schwab &amp; Co., Inc.</li> <li>Schwab donor advised fund advisory services</li> <li>Financial planning consultation at no additional cost</li> </ul>

We provide discretionary investment management and monitoring of your accounts at a frequency that is in your best interests, taking into consideration the scope of our relationship. This permits us to make trades in your accounts to implement the investment plan that we created for you and monitor your portfolios periodically, rebalancing your account as needed.



### What fees will I pay?

Ellevest Service	Ellevest Fee
Ellevest Digital*	<ul style="list-style-type: none"> <li>25 basis points (0.25%) per year of assets under management (“AUM”)</li> <li>No minimum account balance</li> <li>Fees to broker (Folio) included for trade execution/custody</li> </ul>
Ellevest Premium*	<ul style="list-style-type: none"> <li>50 basis points (0.50%) per year of AUM</li> <li>\$50,000 minimum aggregate account balance required</li> <li>Fees to broker (Folio) included for trade execution/custody</li> </ul>
Ellevest Membership*	<ul style="list-style-type: none"> <li>Ellevest Essential: \$1 monthly / No minimum account balance</li> <li>Included: Fees to Folio (trade execution/custody), to Coastal (banking service)</li> </ul>
	<ul style="list-style-type: none"> <li>Ellevest Plus: \$5 monthly / No minimum account balance</li> <li>Included: Fees to Folio (trade execution/custody), to Coastal (banking service)</li> </ul>
	<ul style="list-style-type: none"> <li>Ellevest Executive: \$9 monthly / No minimum account balance</li> <li>Included: Fees to Folio (trade execution/custody), to Coastal (banking service)</li> </ul>
Ellevest PWM Advisory	<ul style="list-style-type: none"> <li>90 basis points (0.90%) per year of AUM up to \$2 million. (\$2,000 per quarter minimum) Fee breakpoints offered for larger asset sizes.</li> <li>\$1,000,000 minimum aggregate account balance, subject to reduction at Ellevest’s discretion.</li> <li>Fees for broker (Schwab) trade execution and custody fees not included</li> </ul>

\*Advisory assets that are less than the greater of \$1 or the portfolio specific minimum balance (which may fluctuate from time to time but can range from \$1 to approximately \$240), will not receive the complete asset allocation intended until sufficient contributions are received to reach the minimum account balance threshold. Assets will be invested when reasonable to do so, at Ellevest’s sole discretion.

The Ellevest Programs fee covers multiple services, including payment for brokerage clearing and custody, banking services, learn content and discounts on planning and coaching services, and therefore can be higher than a typical asset-based advisory fee. Other fees include those related to the purchase of securities (ETF, mutual funds, alternatives), and other transactional fees. 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.

### 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 services, we provide you. Here is an example to help you understand what this means. Ellevest will receive revenue and net interchange payment, cardholder fees, and interest payments for aggregate deposits in Ellevest accounts from Coastal, when an Ellevest Membership service client uses her Ellevest debit card or participates in banking services. Greater usage of the banking service means more revenue and payments to Ellevest, thus incentive to increase client use of these services. In contrast, as an advisory client, it may be in the client’s best interest to invest this money or use it to pay down high interest debt.

### How do your financial professionals make money?

All of our financial professionals are compensated through cash and non-cash (Ellevest equity) compensation. There is incentive compensation paid to Ellevest PWM Advisory professionals. The conflicts of interest that this compensation can create is based on the amount of client assets they service. Increasing the assets under management serviced for clients will increase compensation to the financial professional.

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

No. See [Investor.gov/CRS](https://investor.gov/CRS) for free and simple search tools to research Ellevest and our financial professionals.

### Where can I request additional information about your investment services?

Please contact us at [support@ellevest.com](mailto:support@ellevest.com) or (844) 355-7100.