



MSH CAPITAL ADVISORS LLC

ITEM 1: INTRODUCTION

MSH Capital Advisors LLC (referred to as “we,” “us,” or “Firm”) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Our financial professionals offer investment advisory services to our clients. Our affiliate, M.S. Howells & Co., is registered as a broker-dealer with the SEC and is a member of FINRA/SIPC. Some of our financial professionals provide investment advisory services through us as Investment Adviser Representatives (“IAR”) **and** brokerage services as Registered Representatives (“RR”) through our affiliate. If your financial professional provides both, he or she will inform you and will provide you with two Forms CRS - one for us **and** a separate one for our affiliate. You can also access a copy of our affiliate’s Form CRS at www.mshowells.com/form-crs-msh. IARs may also be licensed insurance agents and sell insurance products and services through our affiliate, MS Insentra LLC, an insurance agency and independent marketing organization.

This relationship summary contains information related to our **investment advisory services only**. Brokerage, insurance, and investment advisory services differ, and it is important to understand the differences. This Form CRS provides summary information regarding the investment advisory services we offer, the fees charged, and the conflicts of interest that exist when we provide those services, as well as cross-references to our Form ADV. **Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.**

ITEM 2: RELATIONSHIP & SERVICES

What Investment Services and Advice Can You Provide Me?

The investment advisory services we offer to our retail clients include portfolio management through wrap fee programs and non-wrap fee programs, mutual fund asset allocation programs, advisory programs offered by Sub-Advisers, financial planning services, and retirement plan consulting. We also offer retirement plan consulting services to plan sponsors.

Our portfolio management services include the provision of continuous advice to a client and/or investing the client’s account based on his/her particular circumstances. We offer investment advisory services on a limited discretionary and non-discretionary basis. When engaged on a limited discretionary basis, we will buy and sell investments in your account as appropriate without requiring your pre-approval on an ongoing basis. When engaged on a non-discretionary basis, you make the ultimate decision regarding the purchase or sale of investments. As part of our standard advisory services, client accounts are subject to ongoing supervision and monitoring. We generally require a minimum account balance of \$5,000.

For additional information, please see Items 4 and 7 of our Form ADV, Part 2A or Items 4 and 5 of Form ADV, Part 2A Appendix 1 at: <https://adviserinfo.sec.gov/firm/brochure/157835>.

We encourage you 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?*

ITEM 3: FEES, COSTS, CONFLICTS AND STANDARDS OF CONDUCT

What Fees Will I Pay?

We charge an ongoing advisory fee calculated as a percentage of the market value in your account(s) on the last trading day of the previous account billing cycle. Our fees are payable either monthly or quarterly, in arrears. Our financial incentive is to increase the value of your account(s) over time, which will increase our fees over time.

For our non-wrap fee programs, you pay an ongoing advisory fee for services such as portfolio management, monitoring, and financial advice. In addition to our advisory fee, you will also pay transaction-based costs and you will also incur additional expenses related to certain investments, such as mutual funds and exchange-traded funds. These products charge their own management fees and operating expenses, which are separate from, and in addition to, the fees we charge.

You will also incur additional expenses related to certain investments, such as mutual funds and exchange-traded funds. These products charge their own management fees and operating expenses, which are separate from, and in addition to, the fees we charge. For wrap fee programs, clients pay a single advisory fee that includes portfolio management services, and certain administrative costs associated with your account and, therefore, advisory fees are typically higher than a non-wrap fee program. In these programs, MSHCA and its IAR typically act as the portfolio manager. We may engage Sub-Advisers to manage all or a portion of your account and we compensate the Sub-Adviser from the advisory fee you pay us.

We may use a third-party technology platform that provides access to certain banking, lending, payment, and other financial services for clients. If you choose to use services available through the platform, you may be subject to separate terms, conditions, and fees.



For financial planning, retirement planning and other services, we typically charge a flat fee based on the complexity of the plan. For retirement plan consulting services, fee arrangements are based on plan size and are customized depending on the type of services provided for each plan.

MS Inentra has an economic interest to recommend insurance products and services to our IARs, which may incentivize them to recommend insurance products to clients. The recommendation by an insurance licensed IAR to purchase an insurance product through an affiliated insurance agency presents a conflict of interest. No client is under any obligation to purchase any insurance commission products from any IAR.

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, please see Item 5 of our Form ADV, Part 2A or Item 4 of Form ADV, Part 2A Appendix 1 at: <https://adviserinfo.sec.gov/firm/brochure/157835>.

We encourage you 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 Providing Recommendations? How Else Does Your Firm Make Money and What Conflicts of Interests Do You Have?

When we act as your investment adviser, we have to act in your best interest and not put our interests 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.

- As mentioned above, the more assets in your account, the more we receive in fees. We, therefore, have an incentive to increase the value of assets in your account.
- As mentioned above, some of our IARs provide investment advisory services through us **and** brokerage services as RRs through our affiliate M.S. Howells & Co, and in some cases, sell insurance products through our affiliate MS Inentra LLC. This creates an incentive for our IARs to make investment or insurance recommendations to clients based on compensation or benefits that they would earn rather than what is in the client's best interest.

For additional information, please see Items 4, 5, 10, 11 and 14 of our Form ADV, Part 2A or Item 4 and 9 of Form ADV, Part 2A Appendix 1 at: <https://adviserinfo.sec.gov/firm/brochure/157835>.

We encourage you 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?

Our financial professionals are compensated based on the advisory fees MSHCA earns from the accounts and services they provide. Their compensation generally varies based on the amount of assets serviced, the type of program or strategy selected, and the revenue generated from client relationships. Some financial professionals also receive additional compensation in their separate capacities as registered representatives of our affiliated broker-dealer or as licensed insurance agents. This creates a conflict of interest because it gives them an incentive to recommend certain products, transactions, programs, or strategies that pay more compensation. We address these conflicts through disclosure, supervision, and compliance oversight.

ITEM 4: DISCIPLINARY HISTORY

Do You or Your Financial Professionals Have Legal or Disciplinary History?

Yes, please visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

We encourage you to ask your financial professional:

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

ITEM 5: ADDITIONAL INFORMATION

If you would like additional information about our investment advisory services, please visit our website at www.mshcapitaladvisors.com or view our Brochure <https://adviserinfo.sec.gov/firm/brochure/157835>. To request a copy of our Relationship Summary or request up-to-date information about the Firm, please contact FORMCRS@mshcapitaladvisors.com or call 480-563-2021.

We encourage you 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?*