



M1 Finance LLC

Form CRS Customer Relationship Summary

as of June 30, 2020

Introduction

M1 Finance LLC (“M1”) 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”). Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

M1 can offer self-directed brokerage services to you. These services include the buying and selling of individual stocks and exchange-traded funds (ETFs). Our firm trades most stocks and ETFs that are listed on major US stock exchanges, such as NYSE and NASDAQ, but may limit certain securities due to low market capitalization or trading volume. We offer both taxable brokerage accounts and tax-advantaged individual retirement accounts (IRAs). M1 has a \$100 minimum account size for taxable accounts and a \$500 minimum for retirement accounts. You can open a margin taxable brokerage account and utilize margin using our product M1 Borrow, which is described in more depth on our [M1 Borrow webpage](#).

M1’s technology allows investors to create a portfolio of stocks and ETFs of their choosing and assign target percentages to those investments such that future deposits of cash can be allocated – making use of fractional shares when necessary – in accordance with those percentages. The investment products and services offered by M1 are only offered via our [website](#) and the M1 Finance mobile application, available on [iOS](#) and [Android](#). Our firm does not have branches that customers can visit in person or sales representatives who solicit business. Our firm does not provide any sort of investment recommendations nor do we provide investment, tax, or legal advice. As a self-directed brokerage, M1 does not monitor your investments against your investor profile.

For additional information, please visit our website at m1finance.com/how-it-works/invest/

Conversation Starter. Ask a finance professional:

- › Given my financial situation, should I choose a brokerage 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?

M1 does not charge a fee to open or maintain an account with M1. We also do not charge commissions for trades or a management fee based on the value of your account. We do charge some fees for certain account activities outside the normal operations of maintaining an account or placing trades, which can be viewed on [M1’s pricing page](#). These items include requesting paper copies of certain documents, inactivity fees, transfer fees, IRA termination fees, mutual fund sales, and miscellaneous banking fees. For those that utilize margin through M1 Borrow, you will pay interest on the amount borrowed each month at the then current rate on our [M1 Borrow webpage](#). You will be charged more through using ancillary services or through borrowing more through M1 Borrow, so our firm therefore may have an incentive to encourage these activities.

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 [M1's pricing page](#).

Conversation Starter. Ask a finance 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 interest do you have?

We do not provide recommendations. 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 services we provide you. Here are some examples to help you understand what this means.

We make money on cash balances held in M1 and do not pay you interest on those balances. All customers are enrolled in M1's fully paid for securities lending program and we make money on certain securities that are lent out. We receive payment for order flow and are compensated based on the amount of shares we send to certain execution venues. All of these may conflict with your interests.

Conversation Starter. Ask a finance professional:

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

How do your financial professionals make money?

The firm's financial professionals are compensated with a mix of an annual salary, incentive stock options and bonus. This compensation is tied to the success of the firm and there may be conflicts of interest between the firm and you as described above.

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

One financial professional at M1 has been named in an arbitration that is pending as of the date of this document; however, the portion of the arbitration related to our financial professional has been withdrawn.

You are encouraged to visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research us and our financial professionals.

Conversation Starter. Ask a finance professional:

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

Additional information

For additional information on M1's products and services, please visit our [website](#), including our [disclosure library](#) and [agreement library](#).

If you would like additional, up-to-date information or a copy of this disclosure, please contact us at crs@m1finance.com or call us at 312-600-2883.

Conversation Starter. Ask a finance 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?