



## 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://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. Additionally, some helpful conversation starters are provided below.

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

**M1 offers self-directed brokerage services to you.** These services include the buying and selling of individual stocks and exchange-traded funds (ETFs) through Not-Held orders executed during two trade windows a day: a morning trade window beginning at 9:30 am ET (available for all M1 users) and an afternoon trade window beginning at 3:00 pm ET (exclusive to M1 Plus members only). Not-held orders mean M1 has both time and price discretion on your orders. Most stocks and ETFs that are listed on major US stock exchanges, such as NYSE and NASDAQ, are available for trading, but M1 does not allow trading of certain securities due to low market capitalization or trading volume. M1 also offers certain OTC securities. We offer taxable brokerage accounts, tax-advantaged individual retirement accounts (IRAs) and Trust accounts. With a M1 Plus membership, custodial accounts are also available. M1 has a \$500 minimum initial deposit for retirement accounts, a \$5,000 minimum initial deposit for Trust accounts, and all other accounts have a \$100 minimum initial deposit. All individual and joint brokerage accounts are opened as margin accounts and customers can utilize margin through 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/](https://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](#).

M1 also offers customers an upgraded membership called M1 Plus for \$10 a month or \$95 a year. For further information see our [M1 Plus billing page](#).

You will pay fees whether you make or lose money on your investments. These fees will reduce any amount of money you make on your investments over time. Please make sure you understand what fees you are paying. For additional information, please see [M1's pricing page](#).

**Conversation Starter. Ask a 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 interest do you have?

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**M1 does 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 accounts 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, 10% of any revenue earned is also accrued directly to your account. 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. For further information, please see [M1's Disclosures page](#).

**Conversation Starter. Ask a financial professional:**

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

### How do your financial professionals make money?

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**The firm's financial professionals are compensated with a mix of an annual salary, incentive stock options and bonuses.** 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?

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**Yes. M1 Finance or our financial professionals have legal and disciplinary history.** You are encouraged to visit [investor.gov/CRS](https://investor.gov/CRS) or <https://brokercheck.finra.org/> 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

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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 [help@m1.com](mailto:help@m1.com) or call us at 312-600-2883.

**Conversation Starter. Ask a 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?