

CUSTOMER RELATIONSHIP SUMMARY**1. INTRODUCTION**

Apella Capital, LLC (“Apella”), is an investment adviser registered with U.S. Securities and Exchange Commission (“SEC”). We provide advisory accounts and services rather than brokerage accounts and services. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at <https://Investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing.

This document provides you with a summary of the types of services we provide and how you pay. Please feel free to ask us additional information.

2. RELATIONSHIPS AND SERVICES**What investment services and advice can you provide me?**

We offer investment advisory services to clients through the efforts of the firm’s investment adviser representatives (“IARs or Financial Advisors”). Acting as your investment adviser, the Apella IAR builds custom investment programs. The IAR collaborates with you to develop objectives within suitable risk/reward parameters relative to your financial circumstances, and then develop an appropriate asset allocation strategy. The IAR begins with a model portfolio constructed for each specific investment strategy the Firm offers, and then tailors the model taking into account your individual needs, including requested restrictions, cash needs, tax considerations, and other items, while generally remaining consistent with the Firm’s model for that strategy. You should notify us promptly if your financial situation or investment objectives change.

The model strategies utilized by our IARs cover a range of investment strategies that include equity and fixed income allocations in varying percentages, generally composed of pooled investments including mutual funds, exchange traded funds, and other similar registered products. Some of the model strategies are designed and maintained by The Investment Committee of Symmetry Partners, LLC (“Symmetry”) (an affiliated registered investment adviser).

We also provide advice in the form of a financial plan. An advisory client of Apella may receive these services as part of the bundled services offered under the established advisory fee. Alternatively, clients who are seeking financial planning services only, may receive these services on a standalone basis for a flat fee. The flat fee is negotiable depending on the services provided and is typically a onetime fee unless the client requests the services the following year. Financial Planning clients of the Knoxville, TN office may pay an ongoing financial planning fee for the services provided.

What experience, licenses, education, and other qualifications do our professionals have? What do these qualifications mean?

Apella’s ADV Part 2B Brochure Supplements can be found at <https://www.apellacapital.com/adv>.

3. FEES, COSTS, CONFLICTS, AND STANDARD OF CONDUCT**What fees will I pay?**

We charge an annual fee based on your assets under management unless a flat fee has been requested or negotiated. Our tiered fee schedule ranges from 0.50% to 1.00% based on value in your account and may be negotiable.

The client is also charged a custodian fee and may incur transaction costs such as, but not limited to, wire fees, commissions, and termination fees – such fees are charged by and payable to the client’s custodian. A description of these expenses and fees can be found in the client’s custodial agreement. The client also pays fees and expenses on the client’s investments in mutual funds and ETFs. A

description of these fees and expenses can be found in each fund's prospectus. Mutual fund and ETF fees are collected by the mutual fund or ETF as a fund expense and do not result in additional billed expenses.

A client's specific pricing is fully described in the client's Investment Advisory or Financial Planning agreement.

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?

As an investment advisory firm, Apella strives to ensure the highest standards of ethical conduct among its employees to protect the firm's clients and firm reputation. Our Investment Advisor Representatives take their fiduciary obligations seriously and must always place the interests of clients above their own or the firm's.

The Apella IAR may recommend and utilize managed portfolios composed of Symmetry Panoramic Funds. When we utilize Symmetry Panoramic Fund Model Portfolios, Symmetry receives a management fee from the Panoramic Funds. The management fee is in addition to the advisory fee paid to Apella by Clients. While every mutual fund or sub-advised portfolio component used by Apella carries its own sub-advisory or investment management fee, in cases when Apella uses the Symmetry-managed Panoramic Funds, the affiliated entities receive both the advisory fee at the Client account level (paid to Apella) and the investment management fee at the fund level (paid to Symmetry).

While an Apella IAR will not receive more compensation for using Panoramic Fund Model Portfolios, Symmetry Partners will. The higher overall compensation received by the affiliated entities may create an incentive for an Apella IAR to recommend Panoramic Fund Model portfolios over another investment solution.

Apella's participation in TD Ameritrade's ("TD") AdvisorDirect Referral Program ("AdvisorDirect") raises potential conflicts of interest. TD will most likely refer clients through AdvisorDirect to investment advisors that encourage their clients to custody their assets at TD Ameritrade and whose client accounts are profitable to TD Ameritrade. Consequently, to obtain client referrals from TD Ameritrade, Apella may have an incentive to recommend to clients that the assets under management by Apella be held in custody at TD Ameritrade and to place transactions for client accounts with TD Ameritrade. While conflicts of interest may arise through Apella's participation in the Referral Programs, as always, Apella will make every effort to ensure that all recommendations are in the client's best interests.

How do your financial professionals make money?

Apella IAR's are compensated in several ways. First, many receive a salary determined by their purchase agreement. Once past the employment contract period, the IAR compensation is based (partially) on a "scorecard" that increases compensation for new accounts/assets and reduces compensation for attrition.

4. DISCIPLINARY HISTORY

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

We have no legal or disciplinary events. Visit <https://investor.gov> for a free and simple search tool to research our firm and our financial professionals.

5. ADDITIONAL INFORMATION

Who is my primary contact person? Who can I talk to if I have concerns about how this person is treating me?

For current information about our advisory services, see Form ADV 2A and 2B brochures at <https://www.investor.gov> or our website (<https://www.apellacapital.com/adv>). Additionally, you may contact Apella Compliance at 860.785.2260 or info@apellacapital.com.