



Client Relationship Summary

Blue Chip Partners, LLC

February 28, 2024

ITEM 1 - INTRODUCTION

Blue Chip Partners, LLC is a SEC Registered Investment Adviser. **Brokerage and investment advisory services and fees differ and it is important for the retail investor to understand the differences.** Free and simple tools are available to research firms and financial professionals at: [Investor.gov/CRS](https://www.investor.gov/CRS). This site also provides educational materials about broker-dealers, investment advisors, and investing.

ITEM 2 - RELATIONSHIPS AND SERVICES

What investment services and advice can you provide me?

Blue Chip Partners offers investment management and financial planning services to retail investors. Investment management services consist of structuring, executing, and monitoring of ongoing investment recommendations. Financial Planning services typically include retirement planning, education funding, insurance review, estate planning and tax planning. Our comprehensive investment management agreement includes investment management and financial planning services. Additionally, financial planning services are available on a standalone basis.

Investment management services include recommendations on the type of accounts and investment strategies to be used in the management of your portfolio. The general and specific advice and recommendations made to individual clients will vary depending on each client's individual circumstances. Securities used will include individual stocks, mutual funds, exchange-traded funds (ETFs), individual bonds, annuities, or cash and cash equivalents as appropriate. You may impose restrictions on investing in certain securities or types of securities.

Investment management services are offered on a discretionary or non-discretionary basis. Discretionary authority means we can alter the securities holdings in your account. Non-discretionary authority means we seek your approval before altering the securities holdings in your account. The choice of engaging in a discretionary or non-discretionary Investment Management agreement is made by you.

Accounts and holdings are monitored regularly and reviewed periodically by a financial professional of Blue Chip Partners. Our minimum account size is \$500,000 but is reduced under certain circumstances. For more information, please see www.bluechippartners.com for our Form ADV Part 2A disclosure brochure, Items 4, 7, 8, 13, and 16.

Conversation starters to ask your adviser:

- **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 to me?**

ITEM 3 - COSTS, CONFLICTS AND STANDARDS OF CONDUCT

What fees will I pay?

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.

Our comprehensive investment advisory agreement offers investment management and financial planning services for a fee based on a percentage of assets under management, billed quarterly on the value of the assets at the end of each quarter. Standalone financial planning services are available for a flat fee, half of which is collected in advance.

When you engage us for investment management services, you will pay other types of fees, such as (but not limited to) custodian fees, account maintenance fees, and mutual fund and ETF management fees. Fees for each type of service vary by custodian, client, and situation. For more information, please see www.bluechippartners.com for our Form ADV Part 2A disclosure brochure, Item 5.

Conversation starters to ask your adviser:

- **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 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 must 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 advice we provide you. Here are some examples to help you understand what this means.

Our advisory fees are based on a percentage of assets; therefore, we have an incentive to encourage you to increase the assets in your account. The more assets in your account, the more you will pay in fees. We may recommend that you rollover an account to an account managed by our firm or recommend that you leave assets in your account rather than satisfy a debt obligation.

We may recommend that you use the services of our affiliated companies, Blue Chip Tax, LLC and Blue Chip Estate Planning, LLC and you will pay additional fees for those services. Some of our advisors are licensed insurance agents and may recommend you purchase insurance products and receive commissions on the sale of such products.

Conflicts of interest are mitigated by our fiduciary duty to act in your best interest and adherence to our Code of Ethics. For more information, please see www.bluechippartners.com for our Form ADV 2A brochure, Items 5 and 10.

Conversation starters to ask your adviser:

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

How do your financial professionals make money?

Our advisors are paid a salary for the ongoing management of client accounts. They are also paid for referring new client accounts to Blue Chip Partners in the form of a percentage of first year revenue. Certain financial advisors who transitioned accounts to us when they joined the firm are paid an ongoing percentage of revenue for those accounts. We also compensate certain promoters for incoming client referrals, generally based on a percentage of revenue for a period of time. For more information, please see www.bluechippartners.com for our Form ADV 2A disclosure brochure, Item 14.

ITEM 4 - DISCIPLINARY HISTORY

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

No. You may visit Investor.gov/CRS for a free and simple search tool to research Blue Chip Partners and our financial professionals.

Conversation starters to ask your adviser:

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

ITEM 5 - ADDITIONAL INFORMATION

Additional Information

You may visit our website at www.bluechippartners.com for additional information about our investment advisory services and to view a copy of this Client Relationship Summary. Your primary contact will be an investment advisor representative of Blue Chip Partners. If you have any concerns about how this person is treating you, or to request a copy of this summary, please contact Elizabeth B. Smart, Chief Compliance Officer of Blue Chip Partners at (248) 848-1111.

Conversation starters to ask your adviser:

- **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 about how this person is treating me?**