

### 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 affiliates, 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 [M.S. Howells & Co. - Form CRS](#). 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 you 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](http://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.**

### ITEM 2: RELATIONSHIP & SERVICES

#### *What Investment Services & 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, as well as advisory programs offered by third-party investment advisory firms, financial planning services, and retirement plan consulting.

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 nondiscretionary 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 nondiscretionary basis, you make the ultimate decision regarding the purchase or sale of investments. As part of our standard portfolio management service, we monitor our client accounts continuously. We generally require a minimum account balance of \$5,000 - \$25,000, depending on the account type.

**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>.**

**Conversation Starter.** We encourage you to ask your financial professional:

- *Given my financial situation, should I choose an investment advisory service or brokerage service? Why?*
- *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 & Costs 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 advance or arrears. Our financial incentive is to increase the value of your account(s) over time which will increase our fees over time.

For non-wrap fee programs, we charge an advisory fee for ongoing monitoring, portfolio management and continuous financial advice, as well as transactional costs, commissions and other expenses. Mutual funds, exchange-traded funds, and other investment products also charge management fees and other expenses, which are separate from the fees assessed by us.

For wrap fee programs, we charge a single advisory fee which also covers most transaction costs and certain administrative and custodial costs associated with your account and, therefore, advisory fees are typically higher than a non-wrap fee program.

For financial planning, retirement planning and other services, we typically charge a flat fee based on the complexity of the plan. We have an incentive to recommend the implementation of a more complex plan, which will lead to financial professionals and/or the firm receiving additional compensation.

MS Insentra has an economic interest to actively market insurance products and services to MSHCA IARs, which may incent 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, as the receipt of commissions provides an incentive to recommend insurance products based on commissions to be received rather than on a particular client’s needs. No client is under any obligation to purchase any insurance commission products from any IAR.

When we refer you to third-party managers or investment advisers, we receive a part of the advisory fee you 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.

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>.

**Conversation Starter.** 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 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 recommendations and 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 M.S. Howells & Co, and in some cases, sell insurance products through MS Insentra 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.
- We may receive third-party payments and revenue-sharing compensation from various sponsor companies for business development purposes. Our financial professionals may receive a portion of these payments or compensation and therefore may have an incentive to use these products or services.
- We charge our financial professionals various affiliation fees for services such as licensing and registration, access to products and services, administration, technology/cybersecurity and errors and omission insurance coverage.

For additional information, please see Item 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>.

**Conversation Starter.** 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 receive a portion of the advisory fee you pay to us. The more assets you have under management with us, the larger your advisory fee will be. This creates an incentive to increase your investment account value or encourage you to roll over assets from other accounts.

### **ITEM 4: DISCIPLINARY HISTORY**

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

Our firm has no legal or disciplinary history, however, some of our financial professionals have legal or disciplinary histories. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation Starter.** 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](http://www.mshcapitaladvisors.com) or view our Brochure <https://adviserinfo.sec.gov/firm/brochure/157835>. If you need additional information regarding our Form CRS, please contact [FORMCRS@mshcapitaladvisors.com](mailto:FORMCRS@mshcapitaladvisors.com).

**Conversation Starter.** 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?*