



CUSTOMER RELATIONSHIP SUMMARY

Helping you make an informed decision

Information	<p>Alira Health Transaction Services, LLC (“Alira”) is a broker-dealer registered with the U.S. Securities and Exchange Commission (SEC) 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, which also provides education materials about broker-dealers, investment adviser, and investing.</p>
What Investment services and advice can you provide me?	<p>Alira is a Broker that acts as a placement agent for issuers of securities and does not have discretion over your account. You make the ultimate decision regarding your investment. Our broker dealer business is narrowly focused on the sale of securities issued by the companies that we represent in private securities.</p> <p>We offer issuer services, exclusively through the sale of private placements and other exempt offerings under Regulations A, D and CF for issuers we represent. These offerings are illiquid, speculative, and high risk. Alira has been retained to determine based on investor attestations whether or not you meet investor eligibility criteria. In the event that you do, you will be able to open an account through Alira in order to make the respective investment. While Alira does not have a specific investment or account minimum, each respective offering will have an established investment minimum identified within its offering memorandum. Many offerings are only available to accredited investors. We do not offer a diversified menu of private investments. We narrowly focus on offering securities of issuers for which we serve as placement agent, and the scope of our product offering is therefore limited compared to a broker that is offering you recommendations or advice.</p> <p>Alira may present investment opportunities consistent with an investor profile to the best of our knowledge.</p> <p>Our firm does not hold any investor cash or securities, and securities offered by us often have no assessable market value, so our firm will not monitor the market value of your investment on an ongoing basis.</p> <p>For additional information, please see the Disclosure Statement on our website: www.redcrow.com/regulationbestinterest</p>
Conversation Starters	<p>Ask your Placement Agent:</p> <ul style="list-style-type: none">• Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?	<p>You will not pay a fee directly to the Firm. Alira collects successful transaction-based fees from companies issuing securities (“Issuer”). These fees are paid to us by the Issuer when an investor makes an investment. Although investors do not pay us directly, the Issuer compensates us from a portion of the investment, in part the same way a residential real estate transaction may occur, with the seller paying a portion of the proceeds to the agent. In this scenario, Alira is the agent.</p> <p>These fees may create a conflict of interest for the Firm because any marketing of an investment for which the Firm receives a fee creates an incentive for the Firm to encourage you to make an investment. All such fees, incentives and conflicts are or will be disclosed in any offering or subscription documents. The Firm’s associated persons (APs) are not directly compensated in connection with any placement for the Firm. We believe these arrangements minimize potential conflicts of interest for the Firm and its APs when recommending investments. You will pay fees and costs associated with the investment you participate in. These fees will be summarized on your investment transaction whether you make or lose money on your investments. Fees and costs may reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.</p> <p>For additional information, please see the Disclosure Statement and our website: www.redcrow.com/regulationbestinterest</p>

Conversation Starters	<p>Ask your Placement Agent:</p> <ul style="list-style-type: none"> • 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?
<p>What are your legal obligations to me when providing recommendations?</p> <p>How else does your firm make money and what conflict of interests do you have?</p>	<p>When we provide you with a recommendation, 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 recommendations we provide you.</p> <p>The Firm's primary business is acting as a placement agent. The Firm does not conduct principal or secondary trading or issue research. As discussed above, the Firm receives placement fees and other fees with respect to third-party issuers and other fund structures and direct investments. The Firm has an incentive, and thus a conflict of interest, to recommend such third-party offerings to investors in order to successfully complete the raise offered by the Firm.</p> <p>For additional information, please see the Disclosure Statement and our website: www.redcrow.com/regulationbestinterest</p>
Conversation Starters	<p>Ask your Placement Agent:</p> <ul style="list-style-type: none"> • How might your conflicts of interest affect me, and how will you address them?
Do you or your financial professionals have legal or disciplinary history?	<p>Yes, please visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.</p> <p>Specific information on our firm and financial professionals can be found at Brokercheck.finra.org/.</p>
Conversation Starters	<p>Ask your Placement Agent:</p> <ul style="list-style-type: none"> • As a financial professional, do you have any disciplinary history? For what type of conduct?
Conversation Starters	<p>Ask your Placement Agent:</p> <ul style="list-style-type: none"> • 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?

For additional information about our brokers and services please visit Investor.gov/CRS, Brokercheck.finra.org, our website www.redcrow.com/regulationbestinterest or your account agreement.

For additional firm information please call 774-777-5255.

To report a problem to the SEC, visit Investor.gov or call the SEC at 1-800-732-0330.



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