

## A Summary of Your Advisory Relationship with Conifer Investments

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Conifer Investments is an Investment Adviser located in West Hartford, CT and registered with the Securities and Exchange Commission (SEC). The firm has been in business since 1991. Carolyn Paldino purchased the firm in 2008 and retains 100% ownership. As of December 31, 2020, the firm managed \$365.7 million in assets across 52 accounts.

*Brokerage and investment advisory services and fees differ and its important for you to understand the 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.*

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

Conifer Investments provides comprehensive investment advisory services. These services include a review of a client's current financial position and investment objectives utilizing information including (but not limited to) age, risk tolerance, life goals and cash needs. Based on the objectives, the firm will create asset allocation targets and develop an investment plan for the client's portfolio. For discretionary portfolios, the firm makes the investment decisions. For non-discretionary portfolios, a subadvisor or the client makes the investment decisions. Portfolio investments including individual stocks and bonds, public mutual funds, and private investments. Limitations on specific investments would be at the fund level (minimums/closings). Accounts are monitored and reviewed monthly or more frequently as client needs or market conditions change. Account reviews focus on performance and adherence to objectives. Conifer Investments has no account minimums, yet the advisory fee is a sliding scale and fees are lower for higher account values. Conifer Investments also provides advice on tax planning, generational wealth transfer and trusts and estate planning. For more information on our services, reference our Form ADV, Part 2A brochure.

### **Conversation Starter:**

- 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?

### **What fees will I pay?**

Conifer Investments charges a quarterly investment advisory fee to clients. Investment advisory fees are based on the market value of the client's portfolio. The Basic Fee Schedule is: 1% of assets on the first \$500,000, 0.80% of assets on the next \$1,500,000, 0.60% of assets on the next \$3,000,000. The investment advisory fee over \$5.0 million is negotiable. The minimal annual fee charged is \$3,000. Conifer Investments does not receive third-party fees from other investment firms. In addition to advisory fees, clients will be charged implicit management fees from some investment products and transactional fees from buying and selling certain investments. *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.*

### Conversation Starter:

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

- Fees are based on the market value of the client's portfolio. If a firm invests your portfolio in a high-risk investment, the portfolio has the potential for higher returns. The value of the account would increase, and therefore would result in higher fees for the firm. The investment may not be appropriate for the account.
- Some funds require a minimum investment per firm in aggregate. A firm may make investments across client accounts to meet the minimum required. The investment may not be appropriate for the account.

### Conversation Starter:

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

### How do your financial professionals make money?

Financial professionals that work for Conifer Investments are salaried employees. Employees do not receive additional compensation or commissions for new business acquired, amount of client assets they service or investment recommendations.

### Do you or your financial professionals have legal or disciplinary action?

No, Conifer Investments nor any firm employee has previously or currently been involved in criminal or civil actions, administrative proceedings, or self-regulatory organizational proceedings. *Please visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple tool to research the firm and its financial professionals.*

### Conversation Starter:

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

### Additional Information

You can find additional information on our firm in Form ADV, Part 2A Brochure.

### Conversation Starter:

- 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?