

Form CRS: Customer Relationship Summary

Form ADV Part 3

March 2023



Item 1 – Introduction

Frontier Asset Management, LLC (Frontier) has been registered with the U.S. Securities and Exchange Commission as an investment advisor since March 3, 2001. Investment advisory and brokerage services and fees differ; therefore, it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers, and investing.

Item 2 – Relationships and Services

What investment services and advice can you provide me?

Frontier provides fee-based investment advisory services to retail investors. We are also retained to manage investment models and client accounts, either as a sub-advisor, joint-advisor, or on a model provider basis, by a variety of third parties who are unaffiliated with us. Our firm engages in no business activities other than fee-based investment advisory, financial planning, and model provider services. As part of our standard services, we will review and monitor accounts and models on a regular, ongoing basis. Our direct, joint-advisor and sub-advisor advisory accounts are offered on a discretionary basis, which means we make decisions to buy and sell investment products on your behalf without obtaining your approval. Our investment advice is not limited to a particular type of security; however, the advice we provide is guided by your stated investment objectives, as outlined in the IAA or other Agreement, and scope of our strategies. Frontier has no proprietary products nor any affiliations. In general, our minimum investment for our discretionary Mutual Fund Strategies is \$100,000 and \$20,000 for ETF Strategies, minimums may be reduced or waived at our discretion. For more information about our services, we recommended reading our ADV Part 2A ([Brochure](#)) Items 4, 5, 7, 8, 10, and 16.

Questions to Ask –

- 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?

Item 3 – Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Frontier's fees are based on the type(s) of service(s) we provide.

- For discretionary investment advisory services, we charge a tiered, ongoing annual asset-based fee collected quarterly in advance as calculated at the close of the preceding calendar quarter. The fee is charged as a percentage of the assets that we manage.
- For stand-alone financial planning services, we charge a flat fee that is determined on a case-by-case basis and in most cases will be between \$500 and \$2,000.
- For model provider services, we charge an asset-based fee with a maximum of .40% of assets under management.

Other Fees and Costs: Some investments, such as mutual funds, impose additional fees that will reduce the value of your investments over time. Those fees may include mutual fund expenses. You may also pay other fees to the custodian of your assets. These include, but may not be limited to, transaction costs, surcharge fees, fees for wire transfers, stop payments, IRA maintenance, duplicate check or statement copies, overnight deliveries, returned checks, and asset transfers. 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.

Questions to Ask –

- 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 advisor? 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 to you. Here are some examples to help you understand what this means.

The main conflict that exists between our interests and yours is that the greater the assets in your account, the greater the management fee we will collect; we, therefore, have an incentive to encourage or facilitate the increase of assets in your account. Frontier seeks to avoid conflicts of interest. Detailed information about our fees and other costs is available in our [Brochure](#) (Items 5 and 12).

Questions to Ask –

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

How do your financial professionals make money?

We are compensated based on a salary with the potential for incentives. The incentives are calculated based on various factors – they can be individual goal-based, or firm goal-based and can be tied to growth in client base, assets under management, and net new assets. These fee arrangements have the potential to create an incentive to recommend investments that are riskier or more speculative and to favor accounts paying higher fees over other accounts. Frontier has implemented controls to manage the inherent risks associated with incentive fees.

Item 4 – Disciplinary History

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

No. We invite you to visit [Investor.gov/CRS](https://www.investor.gov/CRS) for a free and simple search tool to research our firm and financial professionals.

Questions to Ask –

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

Item 5 – Additional Information

Should you wish to obtain additional materials about us and / or the services we provide, please see our [Brochure](#) that can be accessed using the links under “Brochure” throughout. If you wish to receive a copy of this Customer Relationship Summary or other available, up-to-date information regarding our firm at no charge, please call us at 307.673.5675 or email us at info@frontierasset.com.

Questions to Ask –

- 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?