

**Mullooly Asset Management, Inc.**  
**March 24, 2021**

**FORM CRS**

Mullooly Asset Management, Inc. is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, 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. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

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

We offer the following investment advisory services to retail investors: **Financial Planning Services and Portfolio Management Services**. Included as part of these services are asset allocation and advisory consulting. Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 7, 13 and 16 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/121184>.

**Account Monitoring** If you open an investment account with our firm, as part of our standard service we will monitor your investments on a daily basis.

**Investment Authority** We manage investment accounts on a **discretionary** basis whereby **we will decide** which investments to buy or sell for your account. Certain legacy clients maintain non-discretionary accounts with our firm. However, we do not offer non-discretionary accounts to new clients. Those non-discretionary client have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

**Investment Offerings** We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

**Account Minimums and Requirements** In general, we require a minimum account size to open and maintain an advisory account, which may be waived in our discretion.

***Key Questions to Ask Your Financial Professional***

- **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?**

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A Brochure by clicking this link <https://adviserinfo.sec.gov/firm/brochure/121184>.

- **Asset Based Fees** - Payable quarterly in advance. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets.
- **Fixed Fees** - For our standalone Financial Planning clients we charge a fixed fee for financial planning. We require that you pay part of the fee in advance for the first year only with the remainder billed monthly in arrears. For our Portfolio Management clients, Financial Planning is included in their asset based fee at no additional cost.
- You may incur additional costs and expenses. Examples of the most common fees and costs applicable to our clients are:
  - Custodian fees;
  - Account maintenance fees;
  - Fees related to mutual funds and exchange-traded funds;
  - Transaction charges when purchasing or selling securities; and
  - Other product-level fees associated with your 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.**

***Key Questions 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 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.

- We do not make any money from our investment advisory services except as described above.

Refer to our Form ADV Part 2A Brochure by clicking this link <https://adviserinfo.sec.gov/firm/brochure/121184> to help you understand what conflicts exist.

***Key Questions 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?**

The only source of revenue for the firm are the fees charged to our clients. The financial professionals servicing your account(s) are compensated by receiving a salary. Financial professionals' compensation is based on the amount of client assets they service.

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

No for our firm. Yes for our financial professionals. These events are disclosed in the specific individual's Form U4 and/or Form ADV Part 2B Supplement. These documents can be found by going to: [Investor.gov/CRS](http://Investor.gov/CRS).

***Key Questions to Ask Your Financial Professional***

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at 732-223-9000 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/121184>.

***Key Questions 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?**