

AlphaPoint, Inc.

Client Relationship Summary

AlphaPoint, Inc. is an investment adviser registered with the Securities and Exchange Commission (SEC), offering investment advisory services. 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](https://www.investor.gov/crs).

What investment services and advice can you provide me?

We offer investment advisory consulting services and financial planning services. Our advisory services are offered on a “non-discretionary” basis – meaning that our Financial Professionals will recommend investments to you, and you will make the ultimate decision regarding the purchase or sale of investments. We do not provide advice on certain securities, such as individual stocks, bonds, private placements, hedge funds, collectibles and cryptocurrency. We do not have account minimum requirements and you are responsible for selecting the custodian for which you would like to use. Each custodian may have their own account minimum requirements. Account monitoring is provided on an on-going basis and the frequency of monitoring depends on each clients’ individual need.

For additional information please see [“Item 4 – Advisory Business”](#) in our ADV Part IIA.

Conversation Starters – 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 fees you pay are outlined in our Service Agreement and can also be found in the ADV Part IIA. Pension and Retirement Plan Consulting fees are generally charged as a flat fee based on the assets value; we are providing advice on. This means the fee we charge is based on the assets held in your advisory account. Therefore, the more assets you have in your account, the higher our fee may be, and this creates an incentive for us to encourage you to increase the assets in your account. Fees may also vary based on the complexity of your situation and investment amounts. Financial planning fees are charged at a fixed rate of \$1,000 per plan.

You may also pay miscellaneous fees charged by the custodian. These may include wire fees, transfer fees and other fees. As well, you may indirectly pay fees and expenses which are included in the expense ratio of some of your investments such as mutual funds and ETFs.

For additional information about the fees and costs of our advisory services, please see [“Item 5 – Fees and Compensation”](#) in our ADV Part IIA.

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 Starters – 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:

Some firms earn incentives by using proprietary products in client accounts, some firms share revenues with outside managers when directing client business, and some trade investments from their own inventory with their clients. We do not engage in these activities.

Conversation Starters – Ask your Financial Professional

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

For additional information about conflicts of interest, [please see our ADV Part IIA](#).

How do your Financial Professionals make money?

Our Financial Professionals are paid via salary and a discretionary bonus.

Do you or your Financial Professionals have legal or disciplinary history?

No. Visit Investor.gov/CRS for a free and simple search tool to research us and our Financial Professionals.

Conversation Starters – Ask your Financial Professional

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

For additional information about our services, please contact us:

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Conversation Starters – 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?