

Form Client Relationship Summary (CRS)

March 31, 2024



Item 1. Introduction

Maple Capital Management, Inc. ('MCM', 'we', 'us', 'our', or 'the firm') is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Investment advisory services and compensation structures differ from that of a registered broker-dealer, and it is important that you understand the differences.

Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2. Relationships and Services

What investment services and advice can you provide me?

We offer investment advisory services to retail and institutional clients. Our principal services include portfolio management, investment counseling, and financial planning. We monitor client accounts on an on-going basis. Our portfolio management services are typically offered on a discretionary basis. Discretionary authorization allows us to determine the specific securities, and the amount of securities, to be purchased or sold for your account without your approval prior to each transaction. For non-discretionary accounts, the client must give us specific approval before we make any trades. We do not primarily recommend only one type of security to our clients. Instead, we recommend portfolios designed to be suitable for each client relative to each client's specific circumstances and needs. However, we are limited in investment selection in that we can only invest in securities which are available on our custodian/broker-dealer's platform. When providing you services, we do not recommend or offer advice on any proprietary products. We do not have a stated account minimum size. **For additional information, please see our Disclosure Brochure (Form ADV Part 2A), Items 4, 7, 8 and 13.**

The following are some conversation starters 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?"

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

What fees will I pay?

We are compensated by a percentage of client assets under our management. Portfolio management fees are payable each quarter in advance. Fee schedules may be tiered or flat and are specified in each client's Investment Advisory Agreement. We typically deduct our fees directly from your investment accounts. We have an incentive to encourage you to increase the assets in your account in order to increase our fees. Client accounts may incur additional costs beyond our fees for items like brokerage commissions, custodian fees, transaction fees, and fees charged by other parties involved in the account. Some investments (like mutual funds) impose additional fees that will reduce the value of your account over time. We do not receive any portion of these other fees.

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. **For additional information, please see Item 5 in our Form ADV Part 2A.**

The following is a conversation starter 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.

- Retirement Plan Rollovers to an IRA - Our advisory fees can be higher than your retirement plan fee
- Referrals to MCM from other entities - you will likely pay more if you are referred by a third-party

For additional information, please see Item 10 of our Form ADV, Part 2A brochure.

How do your financial professionals make money?

Our professionals' compensation is salary based with no compensation based on sales of specific products. No employee of the firm receives commissions. All employees of the firm are eligible for discretionary bonuses awarded on the basis of individual accomplishment and firm wide growth objectives and goals. Our practice is to always act as a fiduciary when working with our clients.

For additional information, please see Item 14 of our Form ADV, Part 2A brochure.

The following is a conversation starter to ask your financial professional:

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

Item 4. Disciplinary History

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

No. Our firm and our financial professionals have no disciplinary history. Visit investor.gov/CRS for a free and simple search tool to research MCM and our financial professionals.

The following is a conversation starter to ask your financial professional:

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

Item 5. Additional Information

Additional information about our firm is available on the SEC's website at adviserinfo.sec.gov. Please see MCM's Form ADV Part 2A. You may contact our Chief Compliance Officer at any time to request a current copy of MCM's ADV Part 2A or MCM's relationship summary. Our Chief Compliance Officer can be reached by phone at 800-255-9946.

The following is a conversation starter 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?”