

Goodreid Investment Counsel Corp.

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**Form ADV Part 3
Client Relationship Summary**

Item 1 - Introduction

Goodreid Investment Counsel is an investment adviser registered with the Securities and Exchange Commission offering discretionary investment management services. This document gives you a summary of the nature of our services and of the fees we charge.

Please visit www.investor.gov/CRS for free, simple tools to research firms and for educational materials about broker-dealers, investment advisers, and investing.

Item 2 – Relationship and Services

“What investment services and advice can you provide me?” Our firm offers discretionary portfolio management services. We assess your financial situation, then recommend and implement an investment strategy designed to meet your goals. Our discretionary authority over your portfolio is guided by an investment policy statement that is discussed and agreed with you in advance. We limit that types of investments that we use in your portfolio to those that are needed to create an appropriate portfolio and that fall within our areas of specialization. Our firm has a minimum account size of Cdn\$500,000. Please also see our Form ADV Part 2A ([“Brochure”](#)), specifically Items 4 & 7.

Questions to ask us: 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? Our fees are charged based on a percentage of your assets under our management. Therefore, the amount of assets in your account affects our advisory fee; the more assets you have in your

advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. Our fees are charged quarterly in arrears. 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. Please also see Item 5 of our [Brochure](#).

Questions to ask us: 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 advisor, 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.

Questions to ask us: How might your conflicts of interest affect me, and how will you address them?

How do your financial professionals make money? Primarily, we and our financial professionals benefit from the advisory services we provide to you because of the advisory fees we receive from you. Therefore, our compensation is tied directly on the fees you pay to us. Our financial professionals are compensated based on the amount of client assets they service. Please also see Items 6 & 14 of our [Brochure](#) for additional details.

Item 4 – Disciplinary History

Do you or your financial professionals have legal or disciplinary history? No. Visit www.investor.gov/crs for a free and simple search tool to research us and our financial professionals.

Questions to ask us: As a financial professional, do you have any disciplinary history? For what type of conduct?

Item 5 – Additional Information

For additional information on our advisory services, see our [Brochure](#) available at https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=600671. If you have any questions, need additional up-to-date information, or want a copy of this Client Relationship Summary, please contact us at 416.364.0890.

Questions to ask us: 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?