

Form ADV Part 3: Relationship Summary Greenfield Seitz Capital Management, LLC

Introduction

Greenfield Seitz Capital Management, LLC (“GSCM” or “we”) is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer. 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.

What Investment Services and Advice Can You Provide Me?

Description of Services: GSCM offers investment advisory services to retail investors. *Investment Advisory Services:* We provide portfolio management services which involves managing and trading your designated account(s). We will discuss your investment goals and design a strategy to try and achieve your investment goals. We will continuously monitor your account when providing portfolio management services and contact you at least annually to discuss your portfolio. For more information, please see *Item 4* of our *Form ADV Part 2A*.

Portfolio management services are provided on a **discretionary** basis, meaning we have the authority to determine the type and amount of securities that can be bought or sold for your portfolio without obtaining your consent for each transaction. For more information about investment authority, please see *Item 16* of our *Form ADV Part 2A*.

Limited Investment Offerings: We primarily recommend equity securities to clients. However, when necessary, we will recommend any investment that is suitable for a client relative to that client’s specific circumstances and needs. Our investment selection is also limited to securities which are available on your custodian/broker-dealer’s platform. We do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: We have a stated client minimum initial asset level of \$1 million but this is negotiable. To reach this minimum, we aggregate all household accounts.

Conversation Starters: 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?

Description of Principal Fees & Costs: Fees charged for our asset management services are charged based on a percentage of assets under management, billed in advance on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last business day of the previous billing period. The annual fee for portfolio management services will be 1.00% for assets ranging from \$1 million to \$5 million, with an agreed upon, negotiated fee for assets greater than \$5 million. We may lower our fees for various reasons. Because our fee is based upon the value of your account(s), we have an incentive to grow your account(s) asset size. When engaging us for portfolio management services, you will incur other fees and expenses. The broker-dealer/custodian of your account may charge you transaction fees for executing trades. You may also be charged internal fees and expenses by the funds we invest in your account.

Additional Information: 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 more information about the fees we charge and the other fees and expenses you will incur, please see *Item 5* of *Form ADV Part 2A*.

Conversation Starters: 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?***

Standard of Conduct: 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. Here are some examples to help you understand what this means.

When we provide portfolio management services, we may ask that you establish an account with Raymond James & Associates, Inc. to maintain custody of your assets and to execute trades for your account. Clients may custody their assets at other firms aside from Raymond James with mutual approval. Our recommendation to use Raymond James & Associates, Inc. is not based solely on your interest of receiving the best execution possible. We also recommend Raymond James & Associates, Inc. because they provide us with research, tools that help us manage our clients' assets, and our internal operations. As a result, we pay a reduced fee for such benefits, which saves us money; however, these arrangements may create a conflict of interest. See **Item 12** of our **Form ADV Part 2A** for more information about our arrangements with Raymond James & Associates, Inc.

We actively manage our own personal accounts while at the same time managing your accounts and other client accounts. We may buy or sell securities for our personal accounts that we also recommend to clients. This creates a conflict of interest for which we have developed procedures to mitigate and control for those conflicts. For more information, see **Item 11** of **Form ADV Part 2A**.

Conversation Starters: *How might your conflicts of interest affect me, and how will you address them?*

Additional Information: For more information about our conflicts of interests and the ways we are compensated, please see **Item 5** of our **Form ADV Part 2A**.

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: We compensate our investment adviser representatives with a salary and bonuses, which is not dependent on the level of revenue they generate for the firm.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

Neither us, nor our investment adviser representatives have a legal or disciplinary history to report. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

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

Additional Information About GSCM

Additional information about us and a copy of this relationship summary are available on the Internet at www.gscapital.net. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/150434>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at 214-367-6170.

Conversation Starters: *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?*