

## Nollenberger McCullough Investment Advisors LLC (Nollmac) Form CRS

2/14/2024

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

Nollmac is registered with the Securities & Exchange Commission (SEC) as an investment advisor and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it's important for you, the client, to understand the differences. Additionally, 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 advisors and investing. This document gives you a summary of the types of services we provide and how you pay. Nollmac provides investment advisory and asset management services to individuals, pension and profit-sharing plans, trusts, corporations, and other business entities.

If you open an advisory account, generally you will pay an on-going asset-based management fee and will select to be billed in advance or at the end of each quarter for our services. Ongoing asset-based management fees are based on the value of the cash and investments in your advisory account. We will offer you advice on a regular basis. We will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account. You will receive quarterly statements that reflect your portfolio performance.

You can choose an account that allows us to buy and sell investments in your account without asking you in advance (a "discretionary account") or we may give you advice and you decide what investments to buy and sell (a "nondiscretionary account").

Here are some questions you can use to start a conversation with 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 fee will I pay?

You will pay a fee for our services based upon the type of service you receive. This can include asset-based fees, fixed fees, hourly fees, set up fees, third party asset management fees, and program fees. Any fees paid and the frequency charged will be agreed upon by you when contracting with Nollmac for investment advisory services:

- Asset based fee: The fee is a percentage of all assets in your account, charged on an ongoing basis
- Fixed fee: The fee is a set amount, charged either one-time or on an ongoing basis
- Hourly fee: The fee is a set amount and based on the aggregate number of hours of service provided
- Set-up fee: The fee is a set amount, charged one time
- Program fee: The fee is an inclusive, or wrap fee including an asset-based fee for services, custodial and trading fees, and all set up fees (if applicable), charged on an ongoing basis

Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account. If you pay an asset-based fee, the more assets there are in your account, the more you will pay in fees. You will pay fees and costs whether you make money 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.

Here are some questions you can use to start a conversation with your financial professional:

- Help me understand how these fees and costs might affect my investments.
- If I give you \$10,000.00 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 must act in your best interest and not put our best 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:

- Nollmac Advisors may buy or sell securities and other investments that are also recommended to Clients. In order to minimize this conflict of interest, Advisors will place Client interests ahead of our own interests and adhere to our Nollmac Code of Ethics.
- Nollmac Advisors may recommend the use of other independent investment advisors or asset management program sponsors that provide specialized investment advisory services. Under these circumstances we will share a portion of the advisory fee that the other independent investment advisor charges the Client.
- Nollmac Advisors may use the services of Charles Schwab Institutional as Custodian to hold Client assets. This custodian provides Nollmac and our Advisors with products and services that may be used to benefit us but may not directly benefit our client accounts. Charles Schwab Institutional provides us with support in our client account management and servicing. Some of the services that we utilize include trading software and technology; research, pricing and other market data; assistance with back office functions including recordkeeping and client reporting.

Here are some questions you can use to start a conversation with 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 firm's revenue is from the advisory fees we collect from advisory accounts each quarter. Our financial professionals are employees of the firm and are paid a fixed monthly salary. They may also receive a discretionary annual bonus that may be based on firm wide revenue goals.

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

No. Our firm and financial professionals do not have legal or disciplinary history. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

Here are some questions you can use to start a conversation with your financial professional:

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

#### Additional Information

Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals. For additional information on our advisory services, see our Form ADV brochure on IAPD at [Investor.gov](http://Investor.gov) or on our website: [www.nollmac.com](http://www.nollmac.com). To report a problem to the SEC, visit [Investor.gov](http://Investor.gov) or call the SEC's toll-free investor assistance line at (800) 732-0330. If you have any questions or would like additional, up to date information or a copy of this disclosure, please call: 415-287-5105.

Here are some questions you can use to start a conversation with your financial professional:

- Who is my primary contact person? Is he or she a representative of an investment advisor or broker dealer?
- Who can I talk to if I have concerns about how this person is treating me?