

# Form ADV Part 3 – Client Relationship Summary

Date: April 26, 2021

## Item 1: Introduction

ASSETGRADE, LLC is registered with the U.S. Securities and Exchange Commission (SEC) as an investment adviser offering investment advisory services. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. This document gives you a summary of the types of services and fees we offer. Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://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?** Our firm primarily offers the following investment advisory services to retail clients: investment management and wealth management (we review your portfolio, investment strategy, and investments); financial planning and consulting (we assess your financial situation and provide advice to meet your goals). As part of our standard services, we typically monitor client accounts on a monthly basis. Our firm has discretionary management without any material limitations. For non-discretionary accounts of retail clients, the client makes the ultimate decision regarding the purchase or sale of securities. We limit the types of investments that are recommended since not every type of investment vehicle is needed to create an appropriate portfolio. Our firm does *not* have a minimum account size. Please also see our Form ADV Part 2A ("[Brochure](#)"), specifically Items 4 & 7.

**Conversation Starters – ask your financial advisors:**

- *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 charge an asset-based fee for our investment management and wealth management services. Your overall fee rate is lowered as your assets under management grow. However, you pay this fee whether you make or lose money on your investments. Since this is an investment based fee, 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. All fees are paid quarterly in advance. You will pay our fees even if you do not have any transactions, and the advisory fee paid to us generally does not vary based on the type of investments selected. Please also see Items 4, 5, 6, 7 & 8 of our [Brochure](#).

Some investments (e.g., mutual funds, variable annuities, etc.) impose additional fees (e.g., transactional fees and product-level fees) that reduce the value of your investment over time. The same goes for any additional fees you pay to a custodian. Additionally, you will pay transaction fees, if applicable, when we buy or sell an investment for your account. **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**

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**what fees and costs you are paying.** Please also see our [Brochure](#), specifically Item 5, for additional details.

**Conversation Starters – ask your financial advisors:**

- *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 (see heading immediately below).

**Conversation Starters – ask your financial advisors:**

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

**How do your financial professionals make money?** We receive cash compensation for the advisory services we provide to you. This compensation comes from your asset-based fee. This compensation may vary based on different factors, such as those listed above in this Item. Please also see Item 10 and 12 of our [Brochure](#) for additional details.

## Item 4: Disciplinary History

**Do you or your financial professionals have legal or disciplinary history?** No, we do not have legal and disciplinary events. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.

**Conversation Starters – ask your financial advisors:**

- *As a financial professional, do you have any disciplinary history? If so, for what type of conduct?*

## Item 5: Additional Information

For additional information on our advisory services, see our [Brochure](#) available at <https://adviserinfo.sec.gov/firm/summary/168779> and any individual brochure supplement your representative provides. If you have any questions, need additional information, or want another copy of this Client Relationship Summary, then please contact us at 617-933-7257.

**Conversation Starters – ask your financial advisors:**

- *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?*

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## Exhibit A – Material Changes to Client Relationship Summary

The following material changes have been made since our initial client relationship summary dated July 30, 2020:

Item 2: has been updated to describe the investor's responsibility in non-discretionary accounts and clarify the services we offer.

Item 3: has been updated to add detail on the fees charged for our services.

Formatting has been updated throughout to make the prescribed headings and conversation starters more prominent.