



Fairlead Strategies LLC is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for the retail investor to 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.

What investment services and advice can you provide me?

Fairlead Strategies LLC provides technical strategy research of the global financial markets to retail investors on a subscription basis. We also provide investment advisory services on a non-discretionary basis to retail investors. In all cases, the retail investor makes the ultimate decision regarding the purchase or sale of investments. In general, we employ a disciplined and systematic approach to technical analysis focused on the identification of important trends, and support and resistance levels for securities and the markets. We utilize tools to facilitate tactical market timing and positioning to complement fundamental research. Our advice focuses primarily on United States equities with a secondary focus on global equities, commodities, currencies, cryptocurrencies, and Treasury yields. Some of our research consulting services are market timing sensitive, which means our research can include recommendations for long/short strategies for specific stocks and exchange-traded funds ("ETFs") that can be considered actionable by the retail investor on the specific day the research is disseminated.

We do not provide portfolio management services to retail investors. For clients enrolled in our Premium Plan, we may review holdings to conduct certain technical analyses and provide price-based alerts. We do not have any requirements, such as minimum account size or investment amount, for retail investors to establish a relationship with us.

*Additional information about our investment services can be found in Item 4 of our ADV Part 2A Brochure here: [**ADV Item 4.**](#)*

Conversation starters - 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?**

What fees will I pay?

We charge flat subscription fees for our research and non-discretionary investment advisory services. We offer a Basic Plan, Access Plan, and a Premium Plan. The more services that we provide to you, the higher the cost to you. Our services range in price from \$75 to \$50,000 per year. The subscription fees for the Access Plan and Premium Plans, which include the provision of individualized investment advisory services, are negotiable on a case-by-case basis and are dependent upon the level and scope of services.

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.

*Additional information about our fees can be found in Item 5 of our ADV Part 2A Brochure here: [**ADV Item 5.**](#)*

Conversation starters - 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 advisor? 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.

Fairlead Strategies LLC receives subscription fees from retail investors. The more services that we provide in connection with your subscription, the higher the cost to you. With respect to certain clients, we receive payments from broker-dealers for trade commissions directed by clients to whom we provide subscription research.

For more information regarding our conflicts of interest and how we manage them, read our Form ADV Part 2A.

Conversation starters - Ask your financial professional:

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

How do your financial professionals make money?

Our financial professionals who are owners of Fairlead Strategies LLC receive distributions of the profits of the firm. Since their compensation is based on the number of clients and breadth of services that we provide to those clients, our financial professionals have an incentive to encourage our clients to subscribe for additional services. This incentive may not be aligned solely with a client's needs and creates a conflict of interest. Financial professionals who do not have ownership interests in the firm are paid a salary.

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

No. You can visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research us and our financial professionals.

Conversation starters- Ask your financial professional:

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

To obtain additional information about our services, for biographical information about our financial professionals, or to obtain a copy of this client relationship summary, please visit our website at <https://www.fairleadstrategies.com/>. Additional information about our firm is available at <https://adviserinfo.sec.gov/>. Alternatively, you may contact us at: info@fairleadstrategies.com or call us at 203.872.6500.

Conversation starters - Ask your financial professional:

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