



## Introduction

FIRST ASCENT ASSET MANAGEMENT, LLC is registered with the Securities and Exchange Commission as an investment adviser. Fees for brokerage and investment advisory services differ among broker-dealers and investment advisers and it is important that you 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?

As a registered investment adviser, we offer portfolio management services to retail investors through their registered financial advisor. We will continuously monitor your investments in accordance with the investment policy of the model portfolio selected. When you engage us for portfolio management services, you may sign an investment advisory agreement that gives us discretionary authority to determine the investments to buy and sell in your account, or you may provide this discretion to your financial advisor who has hired us to manage the assets in your portfolio. You may impose reasonable restrictions on our discretionary authority, which must be provided to us in writing and accepted by us.

- Our services also include educational videos. We do not have any investment authority as a part of this service, nor do we charge any fees for it.
- We may provide advisory services to other institutions which is separate and distinct from the portfolio management services that we provide to you.

You are encouraged to ask us questions including the following to help you better understand our services: *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 a flat fee percentage per account with a flat dollar fee household maximum, for standard portfolio management services in our direct service program. There are additional fees for customized services. Fees for relationships greater than \$3mm, may be higher. Please refer to our ADV Part 2A Firm Brochure for more detailed information. Fees are assessed on a quarterly basis, in advance.

**Please refer to our [Form ADV, Part 2A Brochure](#), particularly **Items 4, 7, and 8** for more detailed information about our services. A client can only access our services through their registered financial advisor.**

In addition to our fees, you may incur additional fees and costs related to the investments in your account, such as your financial advisor's fees, custodian fees, transaction costs, third-party managers hired as a sub-advisor by First Ascent to manage certain assets of your portfolio, internal management fees of mutual funds and ETF's, and other potential product related fees such as redemption fees.

You are encouraged to ask us questions including the following to help you better understand the impact of fees and costs on investments: *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?*

**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 refer to our [Form ADV, Part 2A Brochure](#) for more detailed information about our fees and your investment costs.**

## **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.

- Our portfolio management services include the use of mutual funds and ETFs and do not include any proprietary products.
- We are fiduciaries to you. That means we are required to act in your best interest throughout our entire advisory relationship.

You are encouraged to ask us questions including the following to help you better understand our conflicts of interest: *How might your conflicts of interest affect me, and how will you address them?*

**Please refer to our [Form ADV, Part 2A Brochure](#) for more detailed information about our conflicts of interest.**

## **How do your financial professionals make money?**

Our financial professionals receive a salary and may receive a discretionary bonus based on their individual performance and the success of the firm.

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

No, please visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm and your financial professional.

You are encouraged to ask us questions including the following to help you better understand our disciplinary history: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

## **Additional Information**

**Please refer to our [Form ADV, Part 2A Brochure](#) for more information about our services. You may request updated information, if applicable, by contacting your financial advisor or contact us at 720-465-7888 or [ClientService@firstascentam.com](mailto:ClientService@firstascentam.com).**

You are encouraged to ask us questions including the following to help you better understand who to contact with any questions or complaints: *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?*