

CLF Asset Management Inc.

www.clfasset.com

Form ADV Part 3 - Customer Relationship Summary

Effective Date: December 4, 2024

Introduction

CLF Asset Management Inc. ("CLF") is registered with the U.S. Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at 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?

CLF offer investment advisory services to retail investors, including portfolio management, financial planning, and consultation services.

- **Monitoring:** We monitor portfolios as part of our standard services.
- **Discretionary Authority:** We typically have discretionary authority to make investment decisions on your behalf. You can impose restrictions if you notify us in writing.
- **Investment Offerings:** We offer advice on a range of securities, including stocks, bonds, mutual funds, ETFs, and Private Placements among others.
- **Account Minimums:** We do not have a specific account minimum requirement for opening or maintaining an account.

For more detailed information on our services, please see our Form ADV, Part 2A.

Questions to Ask Us:

- *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?

- **Investment Advisory Fees:** Investment advisory services based on a percentage of the assets under management (AUM). This fee is typically charged monthly in advance. The more assets you have in the advisory account, the more you will pay in fees. We therefore have an incentive to encourage you to increase the assets in your account.
- **Financial Planning Fees:** You may also incur an hourly or flat fee for agreed upon financial planning services as described in our ADV, Part 2A
- **Other Fees:** You may also incur additional fees such as private placement fees, custodian fees, mutual fund expenses, or transaction fees.

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 on our fees, please see our Form ADV, Part 2A.

Questions to Ask Us:

- *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?

When we act as your investment adviser, we must 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.

For more information on conflicts of interest, please see our Form ADV, Part 2A.

Questions to Ask Us:

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

How Do Your Financial Professionals Make Money?

Our financial professionals are compensated based on all or a portion of the fees charged for the services provided. Our employees earn a salary, and, in some cases, asset-based compensation tied to the assets under management. This compensation creates an incentive for them to encourage you to invest more assets with us.

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

No. We have no legal or disciplinary history to disclose.

You can visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Questions to Ask Us:

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

Additional Information

For more information about our services, to request a copy of the Customer Relationship Summary or ask any questions visit our website at www.clfasset.com or call us at 888-505-3956.

Questions to Ask Us:

- *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?*