

# arta finance

## Arta Finance Wealth Management LLC ("Arta")

### FORM CRS : CLIENT RELATIONSHIP SUMMARY [ 12.02.24 ]

#### ITEM 1 INTRODUCTION

Arta Finance Wealth Management LLC ("Arta," "we," "our," "us") is registered with the Securities and Exchange Commission (SEC) as an investment adviser. We offer investment advisory services to retail investors. Brokerage and investment advisory services and fees differ, and it is important for retail customers ("you") to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which provides educational materials about broker-dealers, investment advisers, and investing.

#### ITEM 2 RELATIONSHIPS AND SERVICES

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

Arta provides investment advisory services to individuals who are Accredited Investors, Qualified Clients, and Qualified Purchasers as defined by Regulation D, and also to trusts and entities through our interactive investment platform (the "Platform"). The Platform is accessible through smartphone applications as well as the internet (via browser). Investment recommendations are generated, and in certain instances executed, by Arta's proprietary algorithms ("the Algorithm") or by qualified investment professionals. Information is gathered from each client at onboarding that includes financial situation, investment preferences, risk tolerance, and overall investment objectives to produce such recommendations. We offer clients the opportunity to transact in public markets using securities such as equities and ETFs, and also offer products and services for clients to invest in derivatives and private placements. Participation in private placements, derivatives and margin accounts is subject to custodian/broker-dealer/general partner approval and must be consistent with client investment objectives. We require a \$500 minimum account size, however, certain investments have specific minimums that are available to our clients on the Platform. We, in our sole discretion, may waive such minimum, accreditation, or qualification requirements. We provide contractually agreed-upon account monitoring as a standard service, no less than annually. We manage public market portfolios on a discretionary basis, where we have the authority to buy and sell investments in your account without speaking to you before doing so. We also offer self-directed products and services, such as derivatives and private placements, where you make investment decisions. We do not maintain physical custody of your assets: assets are maintained with a qualified custodian. Currently, all client assets are held at Pershing Advisors Solutions LLC.

**For more detailed information** about our advisory business and the types of clients we generally service, please review our [Form ADV Part 2A](#).

##### **Conversation starter – Questions to 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?

#### ITEM 3 FEES, COSTS, CONFLICTS, AND STANDARDS OF CONDUCT

##### **What fees will I pay?**

For investments in our public market and derivative offerings, we typically charge up to 0.50% on an asset-based fee model. For certain listed options strategies, we typically charge 0.20% of the underlying equity position. These fees are assessed quarterly, in arrears, and typically are debited directly from your Arta account. Arta in its sole discretion may waive or discount any such fees. You pay these fees from the time you buy an investment until the time you sell an investment. The more investments you have in an asset-based fee account, the more you will pay in fees. This creates an incentive for us to encourage you to increase the size or number of your investments. There are no transaction-based fees paid to Arta. For investments in our private market offerings, Arta typically charges between 0.50% to 0.90%, but may range up to 1%, of the amount invested or committed capital depending on the specific private placement.

## Other Fees and Costs

If applicable to your account, the custodian may charge other fees to you directly in addition to brokerage commissions and advisory fees, including: ① account maintenance fees such as custody, trade confirmation processing, corporate actions, foreign exchange, and transfer fees; ② cash management fees such as cash sweep, checking, and wire fees; and ③ investment specific fees such as those for administration and management of private placements or for foreign securities. Please review the Fee Schedule for your custodian for more information to determine if any such fees are applicable to your accounts. You may also incur fees charged by the particular investment product in which you are invested, including private placements, mutual funds and ETFs, in addition to advisory fees charged by us. Arta does not charge or receive a portion of fees listed in this section. 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 additional information**, please see our [Form ADV Part 2A](#).

### Conversation starter – Questions to ask your Financial Professional:

- Help me understand how these fees and costs might affect my investments. If I give you \$100,000 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. For example, for percentage-based advisory accounts, the more money you invest, the more compensation we earn, and as such, we are incentivized to encourage you to increase the size of your Arta account. We engage in principal trading for the sole purpose of maintaining proprietary accounts that test the Algorithm and Arta's strategies, as well as to support the resolution of trade errors; we do not purchase securities in Arta's name and then sell such securities to clients. We do not currently participate in revenue sharing and do not receive compensation from third parties when we recommend or sell certain products.

### Conversation starter – Questions to ask your Financial Professional:

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

**For additional information**, please see our [Form ADV Part 2A](#).

### How do your financial professionals ("FPs") make money?

Our FPs are compensated in the form of bi-weekly distributions of an annualized salary from Arta. They may also be compensated in the form of occasional bonuses, based on merit. Our FPs are not compensated based on either the fees we earn from their advisory services or recommendations, or the time and complexity required to meet a client's needs. Our FPs do not receive any transaction-based compensation.

## ITEM 4 DISCIPLINARY HISTORY

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

No; neither our firm nor our financial professionals have any legal or disciplinary history to disclose. Visit [Investor.gov/CRS](https://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

### Conversation starter – Questions to ask your Financial Professional:

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

## ITEM 5 ADDITIONAL INFORMATION

Additional information about our services and responses to conversation starters can be found on our website, <https://www.artafinance.com>. If you would like to request up-to-date information and a copy of the CRS, please call us at (650) 318-3898.

### Conversation starter – Questions to ask your Financial Professional:

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