

INTRODUCTION

East Rock Capital, LLC (“we,” “us,” or “our”) 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 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 also provides educational materials about broker-dealers, investment advisers, and investing.

RELATIONSHIPS & SERVICES

● What investment services and advice can you provide me?

From time to time, we provide investment advisory services to retail investors. Under these arrangements, we make investment recommendations to such retail investors on a non-discretionary basis and not as part of a comprehensive investment plan. We are not responsible for arranging or effecting the purchase or sale of investments that we recommend to such retail investors. Investments made by our retail investors are generally made alongside other clients of ours and are therefore monitored by us. However, we have no ongoing obligation to advise our retail investors on additional purchases or sales in respect of such investments. In managing your assets on a non-discretionary basis, you will make the ultimate decision regarding the purchase or sale of your investments. Further, we have no obligation to present you with investment opportunities, even if we present such opportunities to other clients of ours. Minimum investment amounts are determined on a case-by-case basis.

Additional information about our advisory services is located in Items 4, 7, and 8 of our [Firm Brochure](#).

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?

FEES, COSTS, CONFLICTS, AND STANDARD OF CONDUCT

● What fees will I pay?

We charge asset-based management fees specific to each investment, typically quarterly in advance. In addition, we charge a performance-based fee upon the disposition of each investment. Such fees are charged at a rate determined on a case-by-case basis.

These fee arrangements present certain conflicts of interest. For instance, performance-based fees incentivize us to recommend investments that may be riskier or more speculative than those that would be recommended under a different fee arrangement. Additional conflicts pertaining to our fee arrangements are described below.

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 is located in Items 5 and 6 of our [Firm Brochure](#).

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 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 that means:

- Because certain fees that we earn are based on the value of your investments, we have a conflict of interest in valuing such investments. To mitigate this conflict, we follow documented valuation procedures.
- Performance-based compensation arrangements create an incentive to favor accounts that are subject to higher performance-based compensation rates over other accounts when allocating investment opportunities.

Additional information about our conflicts of interest is located in Items 6, 8, 11 and 12 of our [Firm Brochure](#).

Conversation Starters. Ask your financial professional...

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

- How do your financial professionals make money?

Our financial professionals receive a salary and are eligible for a discretionary bonus. Certain owners and employees of the firm also receive compensation determined by reference to the firm's performance. Compensation determined by reference to the firm's performance is subject to the conflicts of interest described above.

DISCIPLINARY HISTORY

- 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 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?

ADDITIONAL INFORMATION

- You can find additional information about our advisory services in our current [Form ADV filing](#) or by e-mailing us at info@eastrockcap.com. For up-to-date information about us or to request an updated copy of this relationship summary, please contact us at 212-630-5000.

Conversation Starters. Ask your financial professional...

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