

Asset Advisors Investment Management, LLC

Form CRS - Customer Relationship Summary

March 2024

<p>Item 1: Introduction</p>	<p>Asset Advisors Investment Management, LLC is registered with the United States Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences between them.</p> <p>Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.</p>
<p>Item 2: What investment services and advice can you provide me?</p> <p>Conversation Starters. Ask your financial professional <i>“Given my financial situation, should I choose an investment advisory service? Why or why not?”</i> <i>“How will you choose investments to recommend to me?”</i> <i>“What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?”</i></p>	<p>We offer investment advisory services to retail investors. We provide personalized wealth management and discretionary investment management services to high net worth individuals and other individuals, charitable organizations, pension and profit sharing plans, and corporations. We manage, on a discretionary basis, a range of investment strategies designed to align with our client’s investment objectives. We primarily allocate client assets among exchange-traded funds (“ETFs”), equity securities of individual companies, municipal bonds, corporate bonds, government bonds and certificates of deposit (“CD’s”).</p> <p>If you utilize our investment management services on a discretionary basis, you will give us discretionary authority to trade the assets in your account through a limited power of attorney contained in your client agreement with us. Under a nondiscretionary arrangement, we will obtain your consent prior to placing the trades we recommend. We will monitor the holdings and performance of the investments we make for you on an ongoing basis and from time-to-time provide you with reports about the performance and holdings of your account.</p> <p>We generally accept client relationships that involve managing \$1 million or more for the client or their family, but retain the discretion to accept clients with fewer assets to invest.</p> <p>For additional information, please refer to our ADV Part 2A brochure, especially Item 4 (services), Item 7 (types of clients), Item 13 (account monitoring) and Item 16 (discretionary authority).</p>
<p>Item 3: What fees will I pay?</p> <p>Conversation Starters. Ask your financial professional <i>“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?”</i></p>	<p>For our wealth and investment management services, we generally charge a fee that is based on a percentage of the value of the assets in your managed portfolio account. The more assets there are in your account and the higher the value of those assets, the more you will pay in fees. A few clients pay fixed fees rather than fees that are a percentage of the client’s assets under management.</p> <p>In addition to our fees, clients are responsible for fees, expenses and charges imposed by third parties in connection with the investment and maintenance of their assets. These fees, expenses and charges could potentially include brokerage commissions or securities transaction fees and other expenses and charges imposed by the client’s custodian and/or broker-dealer, or custodial fees. Investment companies (such as mutual funds and ETFs) in which a client’s assets may be invested, charge additional management fees and potentially other expenses, as described in the fund’s prospectus, private offering memorandum, or Form ADV 2A brochure, as applicable.</p> <p><i>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.</i></p> <p>For additional information, please refer to Item 5 of Form ADV Part 2A brochure.</p>
<p>What are your legal obligations to me when</p>	<p>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</p>

<p>acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?</p> <p><u>Conversation Starters. Ask your financial professional</u> <i>“How might your conflicts of interest affect me, and how will you address them?”</i></p>	<p>with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here is an example to help you understand what this means:</p> <p>We receive benefits from custodians we refer to hold client assets. Some of these benefits assist us with managing and administering client accounts, while other benefits help us to manage and grow our business. Our receipt of economic benefits from custodians creates a potential conflict of interest since these benefits have the potential to influence the Firm’s recommendation of custodians who provide benefits over another that does not furnish similar benefits. We mitigate this conflict of interest through robust disclosure to you.</p> <p>For additional information about our conflicts and how we address them, please refer to Item 4 and Item 12 of our Form ADV Part 2A brochure.</p>
<p>How do your financial professionals make money?</p>	<p>Our Firm’s financial professionals are compensated through salary and bonus or a share of the Firm’s profits. A portion of that compensation is correlated to the amount of client assets they service, the revenue our Firm earns from the financial professional’s services and/or whether the financial professional has been successful in increasing amount of client assets under the Firm’s management. Some financial professionals may be compensated by our indirect parent company, Focus Financial Partners, LLC (or one of its affiliates), based on our firm’s revenues or earnings. This gives the financial professional an incentive to encourage you to increase the size of your investment account and to maintain your investment account with us. For additional information, please refer to Item 5 of your financial professional’s ADV Part 2B Brochure Supplement. Compensation of our Firm’s financial professionals is unrelated to the type of product client assets are invested in.</p>
<p><u>Item 4: Do you or your financial professionals have legal or disciplinary history?</u> <u>Conversation Starters. Ask your financial professional</u> <i>“As a financial professional, do you have any disciplinary history? For what type of conduct?”</i></p>	<p>No. You can go to Investor.gov/CRS for free and simple search tool to research our firm and our firm’s financial professionals.</p>
<p><u>Item 5: Additional Information</u> <u>Conversation Starters. Ask your financial professional</u> <i>“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?”</i></p>	<p>For additional information about our investment advisory services, and to request a copy of Form CRS, please contact us at 706-650-9900 or by e-mail at bbraxton@assetadvisors.com.</p>