



Capital Ideas

Customer Relationship Summary (Form CRS)

March 12, 2024

Introduction

Capital Ideas, Inc. is registered with the Securities and Exchange Commission as an investment adviser. We feel it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at www.investor.gov/CRS which also provides educational materials about investment advisers, broker-dealers and investing.

What investment services and advice can you provide me?

We offer investment advisory services and advice on a regular basis to retail investors. Our services include discussing your investment goals, designing with you a strategy to achieve your investment goals, and the on-going monitoring of your account. We will generally contact you at least quarterly regarding your investment portfolio. Other advisory services we provide include the selection of third-party investment advisers.

We provide our advisory services on a discretionary basis. Our discretionary authority is generally granted, at the outset of our advisory relationship, in our client agreement, to select the identity and amount of securities to be bought or sold during your advisory relationship with us. We exercise such discretion in a manner consistent with the stated investment objectives, limitations and restrictions imposed upon us by our clients. Our investment advice generally covers equities, debt, options, futures and mutual funds. Other firms could provide advice on a wider range of choices, some of which might have lower cost. We generally require that clients have a minimum of \$500,000 in investment assets to open and maintain an account with us; however, we may waive the minimum in our sole discretion.

For additional information, please see our [Form ADV Part 2A](#) brochure, Items 4 and 7, or our website: <http://www.cap-ideas.com>. Additionally, you can contact us at 214-750-4400.

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?

Principal Fees and Costs

Retail investors will incur the fees described below for investment advisory services, which are negotiated between you the client and your financial advisor. The principal fees for investment advisory services are asset-based fees, which are an on-going fee, and based upon a percentage of the assets managed by us. You will pay a commission to your financial professional when we buy and sell an investment for you. No management fees are assessed on commission-based accounts.

Our fees vary and are negotiable depending on the services you receive and the amount of assets in your account. The amount generally does not vary based on the type of investments we select on your behalf. The asset-based fee reduces the value of your account and will either be deducted from your account or directly invoiced.

The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee quarterly even if investment assets are not bought or sold during the quarter.

Other Fees and Costs

You will also pay transaction fees and other transaction-related third-party costs and expenses incurred in the management of your assets. These costs include charges imposed by custodians, third-party investment advisers and others, such as custodial fees, deferred sales charges, wire transfer and electronic fund fees, and other fees and taxes on custodial brokerage accounts and securities transactions. Some investments (such as mutual funds and variable annuities) impose additional fees that will reduce the value of your investment over time.

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, see our [Form ADV Part 2A brochure](#), Items 5 and 12.

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? 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 that we provide you. For more information about our conflicts of interest, see our [Form ADV Part 2A brochure](#), Items 5 and 10. Here are some examples to help you understand what this means:

- Certain managers of investments share revenue with us that they earn on such portfolios. In those situations, we have an incentive to advise you to utilize those managers because of the revenue-sharing relationship they have with us.
- Most of our advisory agents are registered representatives and purchase and sell securities, receiving discounted commissions as a result of such purchases and sales. This presents a conflict of interest to the extent that the advisory agent recommends that you invest in a security which results in a commission being paid to the advisory agent.

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 earn compensation based upon a portion of the revenue we earn from you for providing you with those advisory services. Additionally, your financial professionals are compensated based on factors such as the amount of client assets they service and commissions from portfolio transactions they recommend.

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

No. Neither we nor our financial professionals have any legal or disciplinary history. Please see www.investor.gov/CRS for a free and simple search tool to research the background and experience of us and our financial professionals.

Additional Information

For additional information regarding our services, please see our [Form ADV Part 2A](#), or if you would like additional, up-to-date information or a copy of this disclosure, please contact Karen Burns by phone at 214-750-4400, or by email at kburns@cap-ideas.com.

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?*