

EAST END ADVISORS, LLC

Form CRS (Customer Relationship Summary) – March 28, 2024

Item 1: Introduction

East End Advisors, LLC (EEA) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. EEA provides solely investment advisory services and not brokerage or other services. Brokerage and investment advisory services and fees differ, and it is important for you to understand the 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.

This Form CRS is mandated by the SEC and provides a summary of EEA's customer relationships. Due to the SEC's two-page limit on Form CRS, we have employed the use of hyperlinks and references, where possible, to give clear responses to the SEC's required items. EEA has no website. When this form refers readers to EEA's Form ADV Part 2A, please go to <https://adviserinfo.sec.gov/firm/summary/147144> and then click on the *Part 2 Brochures* button to access EEA's Form ADV Part 2A. For a copy of EEA's Form ADV Part 2B, please contact EEA's Chief Compliance Officer (CCO), Christopher J. Brown, at 212-218-8137 or via email at cbrown@eastendadvisors.com.

Item 2. Relationships and Services

What investment services and advice can you provide me?

EEA provides investment advisory services that assist clients in developing a customized, overall asset allocation strategy across asset classes and in setting investment goals and objectives. As a manager-of-managers, we advise on the selection of third-party, unaffiliated Investment Managers appropriate to the client's objectives. Generally, EEA will recommend Investment Managers that manage Investment Funds - including investment partnerships, private equity funds, separately managed accounts, hedge funds and the like.

Monitoring: EEA monitors the Investment Managers and Investment Funds and uses benchmarks and other quantitative data as well as qualitative information to measure their relative performance on behalf of clients. Client portfolios are generally reviewed at least weekly.

Investment authority: EEA provides primarily non-discretionary advisory services, meaning that the client makes the ultimate decision regarding selection of Investment Managers and Investment Funds. To the extent a portion of a client's assets are pending deployment in an Investment Fund, or a client has determined to maintain assets outside of Investment Funds, EEA provides advisory services on a discretionary basis, typically through investments in U.S. Government securities, although we may use other investments from time to time, and a client's objectives and guidelines may limit our discretion.

Limited investment offerings: As a manager-of-managers, EEA does not offer proprietary products or types of investments.

Account minimums: EEA provides investment advisory services to various high net worth individuals, families, trusts and charitable institutions, foundations and endowments. Generally, the minimum portfolio size for an EEA client is \$500 million. However, we have accepted clients with less than that amount.

For additional information on EEA's services, please refer to Item 4 of the firm's [Form ADV Part 2A](#). For additional information on EEA's types of clients, please refer to Item 7 of the firm's [Form ADV Part 2A](#).

Conversation Starters - you may wish 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?*

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Advisory fees: All of EEA's clients are "qualified purchasers" (as defined in the Investment Company Act of 1940). For advisory services, EEA charges an annualized fee representing a percentage of the amount of portfolio assets it manages and monitors for the particular client. Such fee is typically paid quarterly, in advance. All fees and payment terms are negotiated individually with each client depending on the full nature of services provided to such client and are subject to revision. EEA also provides general investment consultation to clients without supervisory services for a fixed, flat, annual fee. EEA does not receive performance-based fees.

Because EEA makes money in just one way – from investment management fees related to the amount of assets it manages – our conflicts of interest are relatively minimal as compared to firms that offer multiple product lines, have affiliated broker-dealers, or receive performance-based compensation. The Investment Managers of the Investment Funds in which our clients invest generally do receive performance-based compensation, which poses a conflict of interest to the extent the Investment Manager has an incentive to construct a riskier portfolio to increase the chances of a higher return and therefore higher performance fees.

Other fees and costs: In addition to paying EEA's advisory fees, our clients pay their own custodial fees. EEA's clients also incur the cost of management fees, performance fees and operating expenses related to their Investment Funds.

You will pay the above fees and costs whether you make or lose money on your investments. Fees and costs will reduce your return on investments over time. Please make sure you understand what fees and costs you are paying.

For additional information about our fees and costs, please refer to the firm's [Form ADV Part 2A](#), Items 5.A (Advisory Fee), 5.B (Frequency and Method of Advisory Fee Payment), 5.C (Other Fees or Expenses), and 5.D (Timing of Advisory Fee Payments).

Conversation Starter - you may wish 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 we provide you. As an example to help you understand what this means: because our fee is a percentage of assets managed, the more assets there are in a client's account, the more the client will pay in fees. EEA may therefore have an incentive to encourage the client to increase the assets in his or her account. However, EEA owes a duty of loyalty, fairness and good faith towards its clients, and EEA's employees have an obligation to adhere to EEA's Code of Ethics. Please refer to EEA's [Form ADV Part 2A](#) for additional information.

Conversation Starter - you may wish to ask us:

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

For additional information about our conflicts of interest, please refer to the firm's [Form ADV Part 2A](#), Item 11 (Code of Ethics, Participation or Interest in Client Transactions and Personal Trading).

How do your financial professionals make money?

EEA's employees are paid a fixed salary, a bonus and, in certain cases, an interest in the profits of the firm.

Item 4: Disciplinary History

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

No. Please refer to EEA's [Form ADV Part 1A](#), Item 11.

Visit Investor.gov/CRS for a free and simple search tool to research the firm and the firm's financial professionals.

Conversation Starter - you may wish to ask us:

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

Item 5: Additional information

Please contact EEA's Chief Compliance Officer (CCO), Christopher J. Brown, at 212-218-8137 or via email at cbrown@eastendadvisors.com to get additional information about EEA's investment advisory services and request a copy of the firm's relationship summary.

Conversation Starter - you may wish 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?*