

A Summary of Your Advisory Relationship With SCHUCHARD CAPITAL MANAGEMENT, INC.

January 2024

INTRODUCTION

Schuchard Capital Management, Inc. is an investment advisory firm that was established in 1989. We are registered with the Securities and Exchange Commission (SEC). Michael R. Schuchard is the sole Financial Adviser / Portfolio Manager, owner, and President. He holds a Bachelor Degree in Accounting / Finance from the University of Michigan.

We are required by the SEC to provide this disclosure document to you. It is intended to act as an informational resource for you that will enhance your understanding of our firm, our services, and overall fees incurred when working with us. The “*Conversation Starters*” are included to spur future dialogue between us to further your understanding. It is important for you, as a retail investor, to recognize the difference between broker-dealers and investment advisers. Free and simple tools are available at [Investor.gov/CRS](https://www.investor.gov/CRS) to help you understand the difference and to determine the best type of advisory service for you. These tools will also allow you to research and compare firms and financial professionals.

CONVERSATION STARTERS —

- *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 licenses, education and other qualifications? What do these qualifications mean?*

CONVERSATION STARTERS —

- *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 INVESTMENT SERVICES CAN YOU PROVIDE ME?

Our firm provides investment advisory services to retail investors like you as well as to retirement plans and charitable organizations. Our primary service is continuous and discretionary supervision of your assets under our management.

This means we go beyond making recommendations to you to buy, sell, or hold specific securities. We actually make those decisions for you and execute those decisions by placing trades in your accounts on your behalf. We also monitor your investments on a continuous basis to adhere to your investment objectives and to address market fluctuations. At the same time, we incorporate financial planning, estate planning and tax planning into every decision we make on your behalf.

A wide array of investment offerings is available through our recommended custodian, Charles Schwab & Co., Inc. We favor investing in exchange traded funds (ETF) and no-load index mutual funds with low expense ratios for your portfolio. You may impose restrictions upon us as to what types of securities to use in your portfolio. We do not impose minimum account size or investment amounts, though the custodian may have investment amount requirements in some cases. Periodic consultations (i.e., annual or semi-annual) and non-discretionary advice (recommendations without implementation) are also offered upon client request.

WHAT FEES WILL I PAY?

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. We bill your investment advisory fee based on the amount of assets you have under management with us. Our standard fee schedule (and other overall cost information) is detailed in our Firm Brochure (available at www.adviserinfo.sec.gov).

In recent years, we have instituted discounts to our fees with the maximum fee reduced from 1.0% to 0.5%. Our fees are calculated annually on previous year-end values and billed at the start of each quarter. You choose if fees are deducted directly from your investment account or paid by check. Advisory fees are refunded, on a pro-rata basis, in the same manner they are paid. Periodic consultation clients pay a fixed fee due at the time of review.

Other costs include mutual fund advisory fees via expense ratios, as well as transaction fees or commissions billed by the custodian.

With our fee structure, conflict arises because greater assets under management generate greater revenue. So, there would be an incentive for our Firm to encourage clients to increase their account assets with us.

CONVERSATION STARTERS —

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

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, a conflict arises if we advise you to transfer assets to our management (generating more revenue for us) when the costs to you as the investor increase as a result of the transfer.

We do not have any other sources of revenue other than the advisory fees we charge you.

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Michael Schuchard, the sole financial professional, receives an annual salary from the Corporation based upon the fee revenues generated, after covering all expenses of running the business. Higher fee revenues in a particular year result in higher salaries to Michael and support staff.

CONVERSATION STARTERS —

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

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

We have no legal or disciplinary history against the Firm or its financial professionals. You may visit [Investor.gov/CRS](https://www.investor.gov/CRS) for a free and simple search tool to research our Firm and financial professionals.

CONVERSATION STARTERS —

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

ADDITIONAL INFORMATION

You may find further information about our Firm's practices, policies and investment advisory services in our ADV Part I and Part II (Firm Brochure) filings with the SEC on the website www.adviserinfo.sec.gov.

At your request, we will provide you with our most up-to-date version of our Firm Brochure (ADV Part II) and / or our Relationship Summary (ADV Part III). You may phone us with your request (Michael: 1-586-323-9565 or Mary Sue: 1-586-323-3259) or email us your request (Michael and Mary Sue: schcap@comcast.net). Please indicate your preference of a paper copy or an email PDF version of the documents.