



Form CRS

March 1, 2024

Item 1. Introduction - GeoVest Advisors, Inc. ("GeoVest") is a New York corporation registered with the Securities and Exchange Commission ("SEC") as an Investment Advisor.

Brokers and Investment Advisors services and fees differ, and it is important for the retail investor 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, on investment advisors, and investing.

Item 2. Relationships and Services - GeoVest provides fee-based advisory services to investors who want professional help with asset allocation (choosing the mix between stocks, bonds, and money market investments), with security selection, with portfolios suitable to their objectives and risk tolerances, and other portfolio decisions.

We do not offer financial planning or wrap fee programs. Approximately 98% of our accounts are managed on a discretionary basis. This means that once you establish your objectives and risk tolerances, we enter trades without further, prior approval from you. Approximately 2% of our accounts are managed on a non-discretionary basis (the client must pre-approve trades prior to execution).

GeoVest manages brokerage accounts, retirement accounts, trust accounts, and estate accounts. Account size minimum is \$100,000 for at least one of the accounts with the exception of accounts that have periodic additions such as a retirement account which may start at a lower amount. Accounts are reviewed by a portfolio manager frequently and are reviewed on a monthly and quarterly basis by a peer review committee of other investment officers within the firm.

You may find more detailed information on our services in our brochure Form ADV, Part 2A available at SEC.gov under our Company name.

Conversation Starter:

1. Given my financial situation, should I choose an investment advisory service? Why or why not?

You might choose to hire an investment manager if you have limited knowledge of investments or are worried that you may reach the point when you do not want the responsibility of doing so. It would also provide continuity of management of family assets if you should become disabled or die.

If you are a sophisticated investor who is used to managing financial assets, you might want to do it yourself.

2. How will you choose investments to recommend to me?

Our managers maintain a list of previously approved assets available for purchase in your account. This list is normally made up of issues recommended by our chief investment officer. Our strategy is to use predominantly large capitalization (large public companies) stocks and higher quality bonds and money market instruments (short-term fixed income investments).

3. What is your relevant experience, including licenses, education and other qualifications? What do these qualifications mean?

Our investment managers have had substantial experience from positions held in other institutions such as banks, brokerage firms, and other investment advisors. Some hold advanced degrees in finance from major universities. For more information please see our ADV, Part 2A at SEC.gov.

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

Normally, we charge an annual management fee of 1% of assets under management for equity and balanced accounts and 0.60% for fixed income (bond) accounts. Market values are determined at the end of each quarter and a fee of ¼ the annual rate is applied and billed to the client quarterly in advance. Any unearned fees are refunded if a client terminates our management. This could lead to a potential conflict of interest as there is an incentive for managers to encourage the investor to increase the assets in his or her account.

Other fees that may be incurred are brokerage commissions when we execute a trade, management and sales fees imbedded in mutual funds we may purchase, account maintenance fees charged by custodians (we do not hold your cash or assets), regulatory fees, and the like. Some of these fees are now being waived, for example, brokerage fees.

You will pay fees and costs whether you make or lose money on your investments over time. Please make sure you understand what fees and costs you are paying. See our ADV, Part 2A at [SEC.gov](https://www.sec.gov) for more detailed information on fees and costs.

Conversation Starter:

1. 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.

Of the initial amount up to \$25 will be deducted for the first quarter's management fee. The remainder or \$9,975 will be invested for you. The next quarter and each subsequent quarter will be fed at 0.25% of the market value of the assets at the end of the quarter.

2. What are your legal obligations to me when acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment advisor, 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 examples to help you understand what this means.

Possible conflicts might include the incentive for managers to ask a client to increase the size of your assets we manage to improve our fees.

3. How do your financial professionals make money?

Our professionals are compensated by receiving a percentage of the assets they bring to the firm and/or a percentage of the assets they manage. They are never compensated for any asset they purchase or sell in your account. Operations personnel are salaried and they can receive a small percentage of the fees, on accounts they bring to the firm.

Item 4: Disciplinary History - No. You may visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple tool to research our firm or its financial professionals.

Conversation Starter:

As a financial professional, do you have any disciplinary history? For what kind of conduct? Neither the firm nor its professionals have a disciplinary history.

Item 5. Additional Information - You may access additional information including a copy of Form CRS in the following ways: By phone: (585) 248-5050 or (800) 638-5050 (toll free) Online at our website: geovestadvisors.com From the SEC website: [Investor.gov/CRS](https://www.investor.gov/crs)

Conversation Starter:

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

When you call, you will be talking to an investment advisor. If you do not feel you are being treated well, contact Robert E. Reeves, President, or David J. Upson, Vice President at the above telephone number.