

Tower View has been in operation since 1999 and is currently an SEC registered investment adviser. Please note that brokerage and investment advisory fees differ and that 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, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors, which is limited to managing a portfolio including some or all of the following: cash, individual stocks, bonds, exchange traded funds and mutual funds.

We also offer Financial Planning services either in conjunction with investment advisory services, or as a stand alone.

Monitoring: In general, investments in client accounts are reviewed on a daily basis by the Chief Investment Officer (CIO) with consideration of company conditions, capital markets and recent economic and market developments. The CIO also periodically reviews each client's account to monitor cash levels, asset allocation and position sizes.

Discretionary & Non-Discretionary Authority:

We manage investment portfolios on both a discretionary and non-discretionary basis. You make the final decision regarding the purchase or sale of investments in a non-discretionary relationship. For the purposes of our typical

discretionary portfolio management service, Tower View has the discretion to determine without first obtaining your consent which and how many securities are purchased or sold.

Account Minimums: Tower View does not have a minimum relationship size, and currently has clients with assets under management below \$100,000 and exceeding \$5 million in assets.

For additional information, please see our Form ADV, [Part 2A brochure \("Brochure"\)](#), Items 4 and 7.

Ask your financial professional:

- ▲ *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?

Our Principal Fees and Costs:

The only fees we earn from your investments are the on-going asset based advisory fees, as well as any fees charged for Financial

Planning. It should be noted that the more assets there are in your advisory account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account.

Asset-Based Fee: Tower View charges annual management fees of up to 1.5% of a client's assets. Actual fees vary by your assets under management and other considerations and could exceed 1.5% of assets if you also engage us for any Financial Planning services. Fee rates are subject to negotiation. Fees are billed quarterly in advance based on the AUM at the end of the previous quarter.

Financial Planning Fees: Clients entering into a Financial Planning contract may be subject to additional asset based fees, hourly or one-time project fees. If there are additional fees they would be clearly outlined with the client.

Other Fees: Tower View's management fees are exclusive of brokerage commissions, transaction fees, transfer fees, custodial fees, wire fees and other related costs and expenses which you may incur with your custodian.

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 additional information, please see, [Items 5.A., B., C., and D in our Brochure.](#)

Ask your financial professional:

▲ 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 advisor? 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. Here is an example to help you understand what this means: Our employees are allowed to trade in the same securities we trade in for our

clients. This gives employees the opportunity to trade based on client transactions.

[Item 11 in our Brochure.](#)

Ask your financial professional:

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

How do your financial professionals make money?

Employees are paid a base salary and a cash bonus and/or profit-sharing contribution based upon the overall profitability of the firm and their individual job performance. Compensation is not tied to the time spent on any one client, recommended investments, referrals or new accounts.

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

No. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

Ask your financial professional: ▲ Do you have any disciplinary history? For what type of conduct?

Additional Information:

For additional information about our services, please see our [Brochure](#). If you would like additional, up-to-date information

or a copy of this disclosure, please call 1.414.485.5073.

Ask your financial professional:

▲ 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?