

Gerber Kawasaki, Inc.
d/b/a: Gerber Kawasaki Wealth & Investment Management
March 29, 2024

FORM CRS

Gerber Kawasaki Wealth & Investment Management is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, 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 document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

We offer **Wealth Management Services, Financial Planning Services, Selection of Other Advisers and Pension Consulting Services** to retail investors. In addition, we serve as a sub-adviser to an exchange-traded fund that allows retail investors to invest directly. Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 7, and 8 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/153649>.

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments on a daily basis and will conduct account reviews at least quarterly.

Investment Authority: We manage investment accounts on a **discretionary** basis whereby **we will decide** which investments to buy or sell for your account. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing. We also offer **non-discretionary** investment management services whereby we will provide advice, but **you will ultimately decide** which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Investment Offerings: We recommend all types of securities and we do not necessarily recommend one particular type of security over another since each client has different needs and different tolerance for risk. Additionally, we may advise you on any type of investment that we deem appropriate based on your stated goals and objectives. We may also provide advice on any type of investment held in your portfolio at the inception of our advisory relationship. We may allow you to request that we refrain from investing in particular securities or certain types of securities. You must provide these restrictions to our firm in writing.

Account Minimums and Requirements: In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively.

Key Questions to 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?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A by clicking this link <https://adviserinfo.sec.gov/firm/brochure/153649>.

- **Asset Based Fees** - Payable quarterly in advance. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict.
- **Fixed Fees** - 50% deposit of fee upfront, with the remaining balance due upon completion.
- **Other Advisory Fees** - We do not charge you a separate fee for the selection of other advisers. We will share in the advisory fee you pay directly to the third party money managers.
- Clients pay the following addition fees and/or expenses. Examples of the most common fees and costs applicable

to our clients are:

- Custodian fees;
- Account maintenance fees;
- Fees related to mutual funds and exchange-traded funds;
- Transaction charges when purchasing or selling securities; and
- Other product-level fees associated with your investments

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.

Key Questions to 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 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. Here are some examples to help you understand what this means.

- ***Proprietary Trading***: We recommend investing in securities that our firm and/or affiliates may also invest in. We may therefore have a financial incentive to recommend such securities;
- ***Third-Party Payments***: Persons providing investment advice on behalf of our firm are licensed as independent insurance agents. See below for more information.

Refer to our Form ADV Part 2A by clicking this link <https://adviserinfo.sec.gov/firm/brochure/153649> to help you understand what conflicts exist.

Key Questions to 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?

The financial professionals servicing your account(s) are compensated by salary and bonus. Financial professionals' compensation is based on the amount of client assets they service.

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

Yes, our firm or our financial professionals currently have legal or disciplinary history to disclose. These events are disclosed in either our Form ADV or the specific individual's Form U4. These documents can be found by going to Investor.gov/CRS.

Key Questions to Ask Your Financial Professional

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at 310-399-6397 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/153649>.

Key Questions to 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?**

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Exhibit to Form CRS

Summary of Material Changes to Client Relationship Summary (Form CRS)
March 29, 2024

Gerber Kawasaki is required to update its Client Relationship Summary (Form CRS) whenever information in the Form CRS becomes materially inaccurate. This Exhibit provides a summary of the material changes that have occurred since the last filing of the Form CRS dated March 6, 2023:

- We have updated the section **“What investment services and advice can you provide me?”** to clarify that we act as a sub-adviser to an exchange-traded fund (ETF) that is available for direct investment by retail investors.
- We have updated the **“Account Monitoring”** section to disclose that in addition to monitoring your investments daily, we will conduct account reviews at least quarterly.
- We have updated the **“What fees will I pay?”** section to remove hourly fees and clarify that our fixed fees require a 50% deposit upfront, with the remaining balance due upon completion.