



## Part 3 of Form ADV: Customer Relationship Summary (Form CRS)

March 27, 2024

Sellwood Consulting LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser, not a broker-dealer. Investment advisory and brokerage 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://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing.

### Relationship and Services

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#### WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

We offer investment advisory services to institutional clients and a select group of retail investors, specifically high net worth individuals and families. Our services to retail investors include Investment Policy Statement development, asset allocation and manager structure, investment manager research, selection and monitoring, performance reporting and monitoring, education, and special projects.

Retail investor services are generally offered on a retainer basis, meaning Sellwood provides you with comprehensive, ongoing monitoring and management. We can advise your portfolio on either a discretionary or non-discretionary basis. In a discretionary engagement, you authorize us to make investment decisions on your behalf. In a non-discretionary engagement, we provide you advice and you make the ultimate decisions regarding your investments. We can customize the level of discretion to best fit your needs.

We are an independent investment consulting firm and have no affiliations with broker-dealers, other investment managers, solicitors or placement agents. We are not limited in the specific products or services we recommend to you. We tailor all our portfolio management advice to your individual needs. We do not have a formal minimum account size requirement.

**For additional information, see items 4, 7, 13, and 16 of our Form ADV, Part 2A brochure.**

**QUESTIONS TO ASK:** *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?*

### Fees, Costs, Conflicts, and Standard of Conduct

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#### WHAT FEES WILL I PAY?

Our fees are negotiable based upon the size and complexity of your portfolio, your service needs, any travel requirements, and potential economies of scale with related accounts. The two most common fee arrangements for our general consulting services to retail investors are fixed annual retainer fees or fees based on the percentage of assets under advisement. Our fees are payable quarterly.

All fees paid to us are for investment advisory services only. They are separate and distinct from the fees and expenses charged by the investment managers we recommend to you and third-party service providers, such as a custodial bank that holds your assets. You will be responsible for all investment management, transaction, brokerage, trade-away, and custodial fees incurred as part of your account management.

The more assets there are in your advisory account, the more you may pay in fees. This may create an incentive for us to encourage you to increase the assets in your account. We typically propose a tiered fee schedule, or alternatively can offer a flat retainer fee, to mitigate this potential conflict.

*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, see items 5 and 12 of our Form ADV, Part 2A brochure.**

**QUESTIONS TO ASK:** *Help me understand how these fees and costs might affect my investments. If I give you \$1,000,000 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 is an example to help you understand what this means:

*If your fee is based upon a percentage of assets, the more assets there are in your advisory account, the more you may pay in fees. This may create an incentive for us to encourage you to increase the assets in your account.*

**For additional information, see items 10, 11 and 12 of our Form ADV, Part 2A brochure.**

**QUESTIONS TO ASK:** *How might your conflicts of interest affect me, and how will you address them?*

## **HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?**

All our financial professionals are compensated with base salary and bonus. Employee owners of the firm also participate in the company's profits. Salaries and bonuses are based on position, responsibilities, experience, and performance, not the amount of client assets individually served. Under no circumstances do any of our employees receive compensation for making specific investment recommendations or sales commissions.

## **Disciplinary History**

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

No, neither Sellwood nor any of our professionals have legal or disciplinary history to disclose. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research your financial professionals.

**QUESTIONS TO ASK:** *As a financial professional, do you have any disciplinary history? For what type of conduct?*

## **Additional Information**

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If you would like additional, up-to-date information or a free copy of this Form CRS disclosure or Sellwood's Form ADV Part 1 or Part 2 brochure, please call our **Chief Compliance Officer, Ashlee Moehring** at **503-596-2880**.

**For additional information,** visit the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our CRD number is 164696.

**QUESTIONS TO ASK:** *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?*