



Customer Relationship Summary Introduction

Delta Asset Management, LLC (“Delta”, we, our, us”) is an investment adviser registered with the Securities and Exchange Commission (“SEC”). Brokerage and investment advisory 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, which also provides educational materials about broker-dealers, investment advisers, and investing.

Relationships and Services

What investment services and advice can you provide me?

We offer investment advisory services to retail investors, including the below:

- We will offer you investment advice on a regular basis. We will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account. We will contact you (by phone or e-mail) to discuss your portfolio on a timeframe that meets your needs. You will receive a monthly statement from your custodian and a quarterly statement from Delta. The Delta statement will include a list of your holdings, account performance and a copy of your management fee invoice.
- We manage accounts that allow us to buy and sell investments in your account without asking you in advance (a “**discretionary account**”) through the use of equities, fixed income assets, or a combination of both, in your portfolio. You may also impose restrictions on our ability to implement particular types of investments on your behalf if that is your preference.
- We do not require a minimum account size for retail investors to open or maintain an account or establish a relationship.

For additional information, please see our ADV 2A here: <https://adviserinfo.sec.gov/firm/summary/113688>, specifically Items 4 and 7.

Conversation Starters: Ask us the following questions –

- ✓ 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

What fees will I pay?

- We are held to a fiduciary standard that covers our entire investment advisory relationship with you. For example, we are required to monitor your portfolio, investment strategy, and investments on an ongoing basis.
- If you open an advisory account, you will pay an on-going asset-based fee, billed at the end of each quarter for our services, based on the value of your advisory account(s) on the last day of the quarter. The more assets there are in your advisory account, the more you will pay in fees. Therefore, we have an incentive to encourage you to increase the assets in your account. We can also provide a financial plan at no additional cost.
- The fees you pay us do not include brokerage commissions or other fees or charges associated with securities transactions implemented with or through a brokerage firm, mark-ups or mark-downs in principal transactions, deferred sales charges, stock exchange fees, wire transfer or related processing fees, transfer taxes or other charges mandated by law or regulation all of which will be charged to you in addition to our fee. We do not receive any portion of any of the foregoing expenses or fees. You should understand that mutual funds, including exchange traded funds, in which your assets are invested by us or by others, impose separate investment management fees and other operating expenses, described in the fund’s prospectus, for which you, the client, will be charged separately from the fee paid to us for our services. 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 more information, please see our ADV 2A here: <https://adviserinfo.sec.gov/firm/summary/113688>, specifically Item 5.

- We only make money from the investment advisory services we provide to you.

Conversation Starters: Ask us the following questions –

- ✓ 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 that we provide you. Here are some examples to help you understand what this means.
 - Our firm uses services from Schwab Advisor Services at a waived or reduced cost. By recommending that you maintain your accounts at Charles Schwab, this is a conflict of interest. Delta is independently owned and is not affiliated with Charles Schwab. Although we may recommend that you establish accounts at Schwab, it is your decision to custody assets with Schwab.
 - We pay Schwab fees to receive client referrals through the Schwab Advisor Network program. Our participation in the program may raise conflicts of interest. We pay Schwab the Participation Fee for so long as the referred client's account remains in custody at Schwab and under the management of Delta.

For additional information, please see our ADV 2A here: <https://adviserinfo.sec.gov/firm/summary/113688>, specifically Items 4, 12 and 14.

Conversation Starters: Ask us the following questions –

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

How do your financial professionals make money?

- Our financial professionals are employees of the firm and are paid a fixed monthly salary. They also receive bonuses related to meeting certain criteria including revenue retention and bringing in new client assets.

Disciplinary History

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

Yes. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research your financial professionals.

Conversation Starters: Ask us the following questions –

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

Additional Information

- For additional information on our investment advisory services and to request a copy of the relationship summary, go to IAPD at adviserinfo.sec.gov or to our website: <http://www.deltaasset.com/>
- You can call us at (901)767-4791 to request up-to-date information and request a copy of the relationship summary.

Conversation Starters: Ask us the following questions –

- ✓ 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?
- ✓ How will you choose investments to recommend for my account?
- ✓ Given my financial situation, why should I choose an advisory account?
- ✓ Will you work with my existing CPA/lawyer?
- ✓ How many assets under management do you have?

Material Changes to Form CRS

The following material changes have been made to this document since the last version dated March 31, 2021:

- We removed the annual minimum fee of \$3,000 per client relationship.
- We answered Yes to the Disciplinary History Question.