

# Form ADV Part 3 – Client Relationship Summary

## Boon Capital Advisors LLC (CRD# 174016)

Date: April 12, 2024

### Introduction

Boon Capital Advisors LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

### What investment services and advice can you provide me?

**Services:** We offer investment advisory services to *retail investors*. These services include discretionary and non-discretionary portfolio management services. Our investment advice is tailored to meet our clients' needs and investment objectives. We work closely with you to identify your investment goals and objectives, as well as risk tolerance and financial situation in order to develop an investment approach.

**Accounts, Investments, and Monitoring:** We primarily recommend equity securities, options, bonds, ETFs, and on occasion, privately offered securities while constructing portfolios. We do not limit the types of investments that we recommend. As part of our services, we monitor portfolios and securities in accounts on a regular and continuous basis. We also meet with you at least annually, or more frequently, depending on your needs.

**Investment Authority:** Our firm offers both discretionary advisory services (where our firm makes the decision regarding the purchase or sale of investments) as well as non-discretionary services (where the retail investor makes the ultimate decision). Our engagement will continue until you notify us otherwise in writing.

**Account Minimums & Other Requirements:** We do not require an account or relationship size minimum for you to open/maintain an account or establish a relationship.

**Additional Information:** For more detailed information on our relationships and services, please see Item 4 – Advisory Services, Item 13 – Review of Accounts and Item 7 – Types of Clients of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).

**Conversation Starter:** We encourage you 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?

**Asset-Based Fees:** For both discretionary and non-discretionary portfolio management services, we charge a fee ranging between 0.50% and 2.00% of your assets under management. However, our fees are negotiated from time to time on size of the account and length of relationship. Our discretionary portfolio management fee is billed and payable monthly and is based on the value of the account on the first of the month. For non-discretionary fees, we shall invoice the client annually, commencing on the date of the investment and continuing on each anniversary date thereof for the life of such investment. This presents a conflict of interest as we are financially incentivized to encourage you to place more assets in your advisory account as you will pay more in advisory fees.

**Other Fees & Costs:** In addition to our advisory fee, there are other fees and costs you will pay directly or indirectly. Examples of the most common additional fees and costs include third party manager and/or platform fees, custodian fees, account administrative fees, fees and expenses related to mutual funds and exchange traded funds and applicable securities transaction fees.

**Additional Information:** 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 detailed information on our fees, please see Item 5 – Fees and Compensation of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).

**Conversation Starter:** We encourage you 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 interests 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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means:

- The greater the assets the client has in their account, the more we receive in fees. Therefore, we have an incentive to encourage a client to increase the assets in their account, including recommending they roll over workplace retirement plans or IRA accounts held at outside firms.

**Conversation Starter:** We encourage you to ask your financial professional:

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

**Additional Information:** For more detailed information, please see Item 10 – Financial Industry Activities and Affiliations, Item 12 – Brokerage Practices and Item 14 – Client Referrals and Other Compensation of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).

**How do your financial professionals make money?**

Our financial professionals are compensated through an agreed upon salary, discretionary bonus, and direct compensation for new clients. The discretionary bonus is determined by the firm principals and may be based on efforts to acquire new clients, among other factors. In theory, a discretionary bonus and direct compensation can create conflicts as the financial professional may be incentivized to seek new clients and increase managed assets.

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

No, neither our firm nor our financial professionals have any legal or disciplinary history. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation Starter:** We encourage you to ask your financial professional:

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

**Additional Information**

If you have any questions, need additional up-to-date information, or want another copy of this Client Relationship Summary, please contact us at 224-326-2044. For additional information on our advisory services, see our Brochure available at [Investment Adviser Public Disclosure Page](#) and any individual brochure supplement your representative provides.

**Conversation Starter:** We encourage you 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?*