



**Investment Counsel Company of Nevada
Form CRS – Client Relationship Summary
March 29, 2024**

INTRODUCTION

Investment Counsel Company of Nevada – Form CRS The Investment Counsel Company of Nevada (“we” or “us”) is registered with the Securities and Exchange Commission (“SEC”) as an investment adviser. Our services and compensation structure differs from that of a registered broker-dealer. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS | Investor.gov. The site also provides educational materials about broker-dealers, investment advisers and investing. Information in text boxes below are intended to be conversation starters for you to have with us and are required by the instructions to Form CRS.

RELATIONSHIP AND SERVICES

What investment services and advice can you provide me?

We provide discretionary and non-discretionary investment management services to individuals, trusts, and estates (our “retail investors”) as well as advice to trustees and investment committees for retirement plans, foundations, and endowments. We get to know you, then we use those insights to help you define your investment preferences and expectations in concrete terms. Our process is designed to give you confidence and clarity in your spending and saving. Our approach aligns our recommendations with your ultimate life goals. Together we build your formal Investment Policy Statement (IPS). This document will reflect: your cash flow requirements and your investment objective; how we will measure your portfolio’s ongoing risk and level of satisfaction; and, how frequently you want to receive communication from us. As part of our standard service, we use your IPS to monitor your account and make adjustments to your investments as needed. We are most commonly engaged on a discretionary basis, which means we have the authority to buy and sell investments in your account consistent with your IPS. You can place reasonable restrictions on the securities that we buy by notifying us, in writing. When we are engaged on a non-discretionary basis, we discuss our proposed strategy with you before executing on that strategy. We do not limit the scope of the universe of securities that we use in managing client accounts, and may recommend equity securities, fixed income securities, mutual funds and exchange traded funds (ETFs). We may also recommend the use of other investment managers, including but not limited to private equity or alternative investment strategies. We generally require a minimum asset level of \$5,000,000, although we may make exceptions. For more detailed information about our Advisory Business and the Types of Clients we generally service, please See Items 4 and 7, respectively in our Form ADV Part 2A which is available at [ICC \(iccnv.com\)](https://ICC.iccnv.com) on the CRS & Form ADV tab.

Conversation Starters for Investor: *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 provide services and receive fees only from you. We don’t accept any payments or commission from any third parties, with the exception of an allowance that Schwab provides us for software. Our fee is based on a percentage of your assets under our management. We typically deduct our fee from one or more of your investment accounts, in advance, on a quarterly basis. Because our fee is based on the amount of your assets under our management, the more assets you entrust us to manage, the more you will pay us for our services. Therefore, we have an incentive to encourage you to increase the amount of assets that you entrust to us. We can provide consulting services outside the scope of our management services, and the fees you pay for

these services would be negotiated between us. Your account will be held with a qualified custodian. Custodians generally charge transaction fees for effecting certain securities transactions. In addition, your assets will be invested in mutual funds, ETFs, and potentially other registered and unregistered investment companies. You will bear your pro rata share of the investment management fees and other fees of the funds, which are in addition to the fees you pay us. These fees and expenses are described in each fund's prospectus or other offering documents and potentially include a management fee, distribution fee (i.e., rule 12b-1 fee), and other fund expenses.

We may also recommend you invest your assets with an independent investment adviser, in which case you will incur their management fees. 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.

A copy of our Part 2A is available at: [ICC -Firm/Summary/19608 \(sec.gov\)](https://www.sec.gov/ICC-Firm/Summary/19608)

Conversation Starters for Investor: *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: * *We may recommend rollovers out of employer-sponsored retirement plans and into Individual Retirement Accounts that we manage for an asset-based fee. If we don't currently manage your account held with your employer's plan, this will increase our compensation.*

How might your conflicts of interest affect me, and how will you address them? For more detailed information about our conflicts of interest, please review Item 4, 11 and 12 of our Form ADV Part 2A which is available at directly on the SEC website [ICC -Firm/Summary/19608 \(sec.gov\)](https://www.sec.gov/ICC-Firm/Summary/19608).

How do your financial professionals make money?

Our financial professionals are generally compensated on a salary basis and are eligible for discretionary bonuses based on personal performance and our overall profitability. Bonuses are based on the overall profitability of the firm, which is partially based on how our client's portfolios perform and the growth of the assets we manage. In addition, certain of our financial professionals are equity owners of the firm, in which case they stand to receive a share of the profits of the firm.

DISCIPLINARY HISTORY

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

No. We encourage you to visit [ICC -Firm/Summary/19608 \(sec.gov\)](https://www.sec.gov/ICC-Firm/Summary/19608) to research our firm and our financial professionals.

Furthermore, we encourage you to ask your financial professional: *As a financial professional, do you have any disciplinary history? If so, for what type of conduct?*

ADDITIONAL INFORMATION

Additional information about our firm is available on the SEC's website at [ICC -Firm/Summary/19608 \(sec.gov\)](https://www.sec.gov/ICC-Firm/Summary/19608). You may contact Michelle Konstantarakis, Chief Compliance Officer, at any time to request a current copy of your Form ADV Part 2A or our relationship summary by phone at (702) 871-8510 or michelle@iccnv.com.

A copy of our Part 2A is available at:
[ICC -Firm/Summary/19608 \(sec.gov\)](https://www.sec.gov/ICC-Firm/Summary/19608)

Conversation Starters for Investor: *Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*