

We are Focused Alpha, LLC, an investment adviser registered with the Securities and Exchange Commission. 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. Our firm and financial professionals' registration information are also publicly available on the [Investor.gov](https://www.investor.gov) website.

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

We offer asset management, customized investment advisory, financial planning services, selection of other advisers, and educational seminars to retail investors. We offer our portfolio management services exclusively through a wrap fee program. We offer advice on a full suite of securities, including equities, fixed income, mutual funds, ETFs, options, and similar investments. Our services are generally provided on a discretionary basis, which means that we have the power to buy and sell securities for your account without your prior consent. This authority is usually unlimited and remains in effect until you revoke it. For financial planning services, we do not exercise discretionary authority or require you to use certain advisers. We may provide non-discretionary investment advice, where we make investment recommendations to you and you decide whether to implement the recommendation. We do not give advice on any proprietary investment products.

We provide continuous and regular supervision of advisory client assets as part of our standard service to you. In addition, we will conduct ad hoc reviews if you change your objectives or risk tolerance, upon significant market and economic events, or if we change our investment strategy.

We require a minimum account size of \$250,000, which can be waived at our discretion.

**Please see Items 4, 7, and 8 of our [Part 2A Brochure](#) and Items 4 and 5 of our [Wrap Brochure](#) for additional information on our services, investment advice, and account requirements.**

### Other Questions You May Have

*Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?

Our asset-based fees are calculated as a percentage of the assets under our management, so our fees will rise and fall with the value of the assets we manage for you. As a result, we are economically incented to recommend that you place more assets in your account in order to increase the value of your portfolio, because as the value increases, so do our fees. While our fees may reduce the amount of your assets available for investment, we believe they are justified by our services and attention to your needs. In addition, we provide our portfolio management services exclusively on a wrap fee basis, in which transaction costs and our advisory fee are included in the total asset-based wrap fee we charge you. This wrap arrangement creates a conflict of interest as there is an economic incentive for us to keep trading costs at a minimum.

**Please review Item 4 of our [Wrap Brochure](#) for information regarding conflicts of interest.**

Some securities carry additional costs, such as mutual funds and ETFs. Financial planning fees will be charged at an hourly or fixed rate as agreed upon by you and the firm.

There are additional fees such as internal fees and expenses charged by mutual funds (i.e., 12b-1 distribution fees and management fees that are assessed within the mutual fund) and exchange-traded funds, third-party separate account manager fees, fees imposed by private placements and pooled investment vehicles, product-level fees and commission for insurance-related products, postage and handling, transfer taxes, SEC fees for sales of securities.

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.

**You can find more information about our fees and costs under Item 5 of our [Part 2A Brochure](#) and Item 4 of our [Wrap Brochure](#).**

### Other Questions You May Have

*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 investment advice we provide you. Here are some examples to help you understand what this means.

- We may purchase or sell the same or different securities as are purchased or sold for clients in accordance with our Code of Ethics policies and procedures. Such personal securities transactions may raise conflicts of interest when we trade in a security that is owned by you or considered for purchase or sale for you.
- Certain FA professionals are licensed to sell insurance, which creates a conflict of interest regarding compensation.

**Additional information regarding conflicts of interest can be found in Items 5, 10, and 11 of our [Part 2A Brochure](#).**

### **Other Questions You May Have**

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

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

Our financial advisors are paid through a salary and bonus structure. As a result, we are incentivized to recommend that you add additional assets to your account.

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

Yes, certain FA professionals have disciplinary records, which can be found by accessing [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research our firm and our financial professionals.

### **Other Questions You May Have**

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

**You can find additional information about our investment advisory services on our [Part 2A Brochure](#). You may also contact Daniel Barotz at 303-529-5100 or email [info@focusedalpha.com](mailto:info@focusedalpha.com) if you have questions or to request a current copy of this Relationship Summary.**

### **Other Questions You May Have**

*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?*