

# Form CRS - Part 3 of Form ADV

Name: American Trust Investment Advisors, LLC

Registered with the Securities and Exchange Commission as an Investment Adviser.

Date of This Relationship Summary: March 2020

## **Is An Investment Advisory Account Right For You?**

There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you.

**We are an investment adviser and provide advisory accounts and services rather than brokerage accounts and services.** This document gives you a summary of the types of services we provide and how you pay. Please ask us for more information. There are some suggested questions on page 3.

### **Relationships and Services**

We provide discretionary investment advisory services to the American Trust Allegiance Fund (the "Fund"), an investment company registered under the Investment Company Act of 1940 and provide investment advisory services on a regular basis to clients which are tailored to each client's individual circumstances.

In consultation with you, we will discuss your investment goals, design an investment strategy to achieve your investment goals primarily through investing in individual equity and debt securities but which may also include investing in mutual funds, including the Fund, and/or exchange traded funds. We will monitor your account on an ongoing basis and, upon request, provide you with quarterly reports detailing your portfolio holdings, transactions and performance.

If you open an advisory account with us, you will pay an ongoing annual **asset-based fee** that is charged on a monthly basis (one-twelfth of the annual fee per month) that is based on the market value of cash and investments in your account at the end of the previous calendar month (billed in arrears).

You can choose to open an account which allows us to buy and sell investments in your account without having to ask you in advance (a "**discretionary account**") or one where we may give you advice and you decide what investments to buy and sell (a "**non-discretionary account**").

**Our Obligations to You:** We must abide by certain laws and regulations in our interactions with you.

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

Our interests can conflict with your interests. We must eliminate these conflicts or tell you about them in a way you can understand, so that you can decide whether or not to agree to them.

**Fees and Costs:** Fees and costs affect the value of your account over time. Please ask your financial professional to give you personalized information on the fees and costs that you will pay.

The amount paid to our firm and your financial professional generally does not vary based on the type of investments we select on your behalf. The asset-based fee reduces the value of your account and will be deducted from your account.

Some investments (such as mutual funds and ETFs) impose additional fees that will reduce the value of your investments over time.

Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account.

You may pay a transaction fee when we buy and sell an investment for you. You will also pay fees to a broker-dealer or bank that will hold your assets (called “custody”).

The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee monthly even if you do not buy or sell.

### **Compare with Typical Brokerage Accounts**

You could also open a brokerage account with a broker-dealer, where you will pay a transaction-based fee, generally referred to as a commission, when the broker-dealer buys or sells an investment for you. Features of a typical brokerage account include:

- With a broker-dealer, you may select investments or the broker-dealer may recommend investments for your account, but the ultimate decision for your investment strategy and the purchase and sale of investments will be yours.
- A broker-dealer must act in your best interest and not place its interests ahead of yours when the broker-dealer recommends an investment or an investment strategy involving

securities. When a broker-dealer provides any service to you, the broker-dealer must treat you fairly and comply with a number of specific obligations. Unless you and the broker-dealer agree otherwise, the broker-dealer is not required to monitor your portfolio or investments on an ongoing basis.

- If you were to pay a transaction-based fee in a brokerage account, the more trades in your account, the more fees the broker-dealer charges you. So, the broker-dealer has an incentive to encourage you to trade often.
- You can receive advice in either type of account, but you may prefer paying:

<b>a transaction-based fee</b> from a cost perspective, if you do not trade often or if you plan to buy and hold investments for longer periods of time.	<b>an asset-based fee</b> if you want continuing advice or want someone to make investment decisions for you, even though it may cost more than a transaction-based fee.
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**Conflicts of Interest:** We benefit from the advisory services we provide to you.

We have a financial incentive to offer or recommend that you invest in the Fund because we serve as the investment adviser to the Fund and receive compensation for the advisory services we provide to the Fund. Your financial professionals receive additional compensation if you invest in the fund.

**Additional Information:** We encourage you to seek out additional information.

Visit [Investor.gov](http://Investor.gov) for a free and simple search tool to research our firm and our financial professionals.

To report a problem to the SEC, visit [Investor.gov](http://Investor.gov) or call the SEC's toll-free investor assistance line at (800) 732-0330.

If you have a problem with your investments, investment account or a financial professional, contact us in writing at: American Trust Investment Advisors, LLC, One Court Street, Suite 350 Lebanon, NH 03766, 603-448-6415

For additional information on our investment advisory services, see our Form ADV brochure on IAPD on [Investor.gov](http://Investor.gov) and any brochure supplement a financial professional provides.

**Key Questions to Ask:** Ask our financial professionals these key questions about our investment services and accounts.

1. Given my financial situation, why should I choose an advisory account?
2. Do the math for me. How much would I pay per year for an advisory account? What would make those fees more or less? What services will I receive for those fees?

3. What additional costs should I expect in connection with my account?
4. Tell me how you and your firm make money in connection with my account. Do you or your firm receive any payments from anyone besides me in connection with my investments?
5. What are the most common conflicts of interest in your advisory accounts? Explain how you will address those conflicts when providing services to my account.
6. How will you choose investments to recommend for my account?
7. How often will you monitor my account's performance and offer investment advice?
8. Do you or your firm have a disciplinary history? For what type of conduct?
9. What is your relevant experience, including your licenses, education, and other qualifications? Please explain what the abbreviations in your licenses are and what they mean.
10. Who is the primary contact person for my account? What can you tell me about his or her legal obligations to me? If I have concerns about how this person is treating me, who can I talk to?