



**FUTURA ASSET ADVISORS LLC**  
Registered Investment Advisor

2121 Ponce de Leon Blvd Suite 405 Coral Gables, FL 33134

This Brochure provides information about the qualifications and business practices of FUTURA ASSET ADVISORS LLC (“Futura”). If you have any questions about the contents of this Brochure, please contact us at 305-774-9906 or at [hurquidi@futuraadvisors.com](mailto:hurquidi@futuraadvisors.com) and/or [crey@futuraadvisors.com](mailto:crey@futuraadvisors.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Futura is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about Futura also is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## Item 2 – Material Changes

Please note that the changes and modifications to this Brochure that are set forth below reflect all of the “material changes” made to this brochure since our last delivery or posting of the Brochure on the SEC’s public disclosure website (IAPD) [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Material Changes:

Currently, Futura does not have any material changes to report. Futura has made non-material updates throughout this Brochure to include additional information and disclosures about Futura’s overall practices.

We will further provide you with a new Brochure as necessary based on changed or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting Catalina Rey, our CCO, by phone at 305-774- 9906 or by email at [crey@futuraadvisors.com](mailto:crey@futuraadvisors.com).

Additional information about FUTURA ASSET ADVISORS LLC is also available via the SEC’s web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC’s website also provides information about any persons affiliated with Futura who are registered, or are required to be registered, as investment adviser representatives of Futura.

### Item 3 -Table of Contents

Item 2 – Material Changes .....	ii
Item 3 -Table of Contents.....	iii
Item 4 – Advisory Business.....	1
Item 5 – Fees and Compensation.....	1
Item 6 – Performance-Based Fees and Side-By-Side Management.....	3
Item 7 – Types of Clients.....	3
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss.....	3
Item 9 – Disciplinary Information .....	4
Item 10 – Other Financial Industry Activities and Affiliations.....	4
Item 11 – Code of Ethics.....	4
Item 12 – Brokerage Practices .....	5
Item 13 – Review of Accounts.....	6
Item 14 – Client Referrals and Other Compensation .....	6
Item 15 – Custody.....	6
Item 16 – Investment Discretion .....	7
Item 17 – Voting Client Securities.....	7
Item 18 – Financial Information .....	7
Item 19 – Other Information .....	8

## **Item 4 – Advisory Business**

Futura Asset Advisors, LLC (“Futura”) has been in business since May 2005. Henry Urquidi is the President of Futura. Catalina Rey has been designated the Chief Compliance Officer.

Futura provides investment advisory and consulting services to high-net worth individuals, families, foundations, trusts and institutions. Investment advice and portfolio management services are provided on a continuing basis which includes the appropriate allocation of managed assets among cash, stocks, mutual funds, bonds and alternative investments. The selection of specific securities is geared toward providing proper diversification to help meet the client’s stated investment objectives. These services also include discretionary management services.

Futura also provides non-asset based consulting services to individuals and institutions which may include asset allocation strategies, investment strategy analysis and recommendations and/or other financial and/or analytical work performed on behalf of clients. These services do not fall under a standardized contract format but will be negotiated on a case-by-case basis.

Futura maintains a Limited Power of Attorney for all discretionary accounts for the purpose of directing and or otherwise effecting investments on behalf of the managed account, for the direct payment of Futura’s fees and or the payment of commissions, custodial fees and or other charges incurred by the managed account.

To the extent mutual funds are utilized as part of a client’s portfolio strategy, the annual advisory fee does not include the customary fees and expenses associated with investing in mutual funds or other costs of establishing and maintaining an account with mutual funds including Rule 12b-1 fees and expenses. Clients are advised that, in addition to the annual advisory fee set forth herein, each mutual fund in which assets are invested will incur separate investment advisory fees and other expenses for which client will bear a proportionate share.

As of December 31, 2020, we manage \$187,217,378 in assets under management, \$136,684,833 on a discretionary basis and \$50,532,545 on a non-discretionary basis.

## **Item 5 – Fees and Compensation**

### **Management Fees**

Futura charges clients for its investment management services on either a fixed basis or variable based on the market value of the assets under management for each account.

Variable fees range from 0.375% to 1% of assets under management generally negotiable depending on the specific nature of services rendered, portfolio size, investment objectives, strategy employed, the complexity of a client's investment management needs and whether our involvement is actively managing assets or simply passive reporting of holdings. The specific manner in which fees are charged by Futura is established in a client's written investment agreement. Futura will generally bill its fees on a quarterly basis and clients are billed at the start of the following calendar quarter, in arrears.

Clients can grant us authority to receive our advisory fees from client's account(s) held by the independent custodian within thirty (30) days following the end of the period for which said fees will be incurred. Accounts initiated or terminated during the calendar quarter will be charged a pro- rated fee.

Notwithstanding the above, certain clients of Futura with pre-existing relationships could initially be charged fees which are less than those set out above. With regards to employee related accounts and certain other accounts, the quarterly fees may be less, depending upon a number of factors, including portfolio size, length of employment and relationship to the employee.

In addition to investment advisory fees, Futura charges clients non-asset based advisory fees for work conducted on behalf of clients including hourly fees and /or fixed fees.

Futura's fees are exclusive of brokerage commissions, transaction fees, markups, markdowns, and other related costs and expenses which shall be incurred by the client. In addition to advisory fees paid to Futura, clients who hold investments in investment funds will be subject to fees charged by those funds. These fees are built into the pricing structure of the funds and are not charged directly to the clients' account. Futura does not receive any part of these fees.

### **Transaction and Other Costs**

Futura's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus.

Such charges, fees and commissions are exclusive of and in addition to Futura's fee, and Futura shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that Futura considers in selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (e.g., commissions).

## **Termination**

The advisory contract may be terminated by either party immediately upon receipt of a 30-day written notice. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

## **Item 6 – Performance-Based Fees and Side-By-Side Management**

Futura does not currently offer compensation mechanisms that charge a performance-based fee on a share of capital gains or capital appreciation of a client's assets.

## **Item 7 – Types of Clients**

Futura provides portfolio management services to, high net worth individuals, families, foundations, private investment funds, trusts, and other U.S. and international institutions.

The minimum investment suggested for a managed account is \$2,000,000. However, Futura has the discretion to accept investments for lesser amounts.

## **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

Investment portfolios are individually tailored to meet our client's specific needs based on an in-depth evaluation of the client's risk profile, liquidity requirements, strategic objectives, generational succession planning and other criteria.

Futura's objective in managing and advising clients on their financial investments is to deliver positive total returns over the long term. Positive returns are achieved through the creation and maintenance of balanced portfolios that are structured to protect capital investment while achieving growth through current income and price appreciation. Investments can cover a wide range of products including: corporate and government bonds, high yield bonds, emerging market bonds, global stocks, mutual funds, exchange traded funds, structured notes and alternative investments. Investing in securities involves risk of loss that Clients should be prepared to bear.

Certain portfolios invest in alternative investments through the use hedge funds and/or private equity funds. These investment vehicles provide less transparency than traditional portfolio investments and certain of these investment vehicles contain certain liquidity provisions or constraints that limit the client's ability to liquidate these investments and realize cash proceeds in an expedient manner. Nevertheless, these strategies often provide access to markets and investment managers with proven track records and strategies that complement traditional portfolios and may not be available through other investment vehicles. Typically, a small percentage of a client's assets are invested in alternative investments.

Futura relies on a broad network of investment professionals including asset management firms, investment advisory firms, fixed income trading professionals, research and analysis providers, private banks, lawyers and accountants. The firm's advisors experience in various sectors of the investment industry provide the expertise required to properly design and manage complex investment portfolios for our clients.

## **Item 9 – Disciplinary Information**

Neither Futura nor its management has been involved in any material legal or disciplinary action, including any civil or criminal, any type of administrative proceeding before the SEC, or any proceeding by a self-regulatory agency (SRO)

## **Item 10 – Other Financial Industry Activities and Affiliations**

Certain Advisory representatives of Futura are registered with Insight Securities, Inc, a broker/dealer that is registered with the Securities & Exchange Commission and various state jurisdictions and is a member of the Financial Industry Regulatory Authority (FINRA).

Insight Securities is used to execute certain portfolio transactions for certain investment advisory clients of Futura. These transactions are conducted subject to proper, and customary, disclosure including but not limited to compensation received by Insight and its registered representatives. Compensation is received by Insight, as a broker dealer, and or its registered representatives when portfolio transactions are effected on behalf of investment advisory clients. Futura will minimize this risk by ensuring that clients are served in accordance with the firm's fiduciary duty to hold the client's best interest foremost and not base investment decisions on potential compensation.

## **Item 11 – Code of Ethics**

### **Code of Ethics, Participation or Interest in Client Transactions**

Futura has adopted a Code of Ethics to ensure that securities transactions are consistent with Futura's fiduciary duty to its clients and to ensure compliance with legal requirements and Futura's standards of business conduct. A written copy of the Code of Ethics is available upon request

### **Participation or Interest in Client Transactions**

No security can be bought or sold by a principal or employee of Futura before Futura's clients' accounts have had the opportunity to make such transactions as appropriate. Principals and employees will not receive a more favorable execution price on a particular day than those received by Futura's investment advisory clients.

To prevent conflicts of interest, all employees of Futura must comply with the firm's Supervisory Procedures, which imposes restrictions on the purchase or sale of securities for their own accounts and the accounts of certain affiliated persons.

The Supervisory Procedures require that all trades made by employees or related persons of Futura, who make recommendations or participate in the determination of which recommendation shall be made, will require review for all securities transactions by the designated person responsible (except transactions in investment company securities and/or other exempt transactions). Futura will also maintain quarterly reports on all personal securities transactions, except transactions in investment company securities and/or other exempt transactions. Further, the Supervisory Procedures impose certain policies and procedures concerning the misuse of material non-public information that are designed to prevent insider trading by any officer, partner, or associated person of Futura.

Notwithstanding the above, Futura, and/or their officers, directors or employees may purchase for themselves similar or different securities as are purchased or recommended for investment advisory clients of Futura, and those different securities or transactions may be affected or recommended for different investment advisory clients of Futura.



## **Item 12 – Brokerage Practices**

Futura will supervise and direct the investments of the client accounts subject to such limitations as the client may impose in writing. Futura, as agent and attorney-in-fact with respect to certain discretionary client account(s) and without prior consultation with the client, may: (a) direct the purchase, sale, exchange, conversion, and otherwise trade in stocks, bonds and other securities including money market instruments; (b) direct the amount of securities purchased, sold, exchanged, and otherwise traded; (c) place orders for the execution of such securities transactions with a broker/dealer subject to written limitations imposed by the client; and (d) determine the commission rates paid. Futura will recommend brokers and/or allocate brokerage transactions in a manner it believes to be fair and responsible to its clients, and consistent with client objectives. Adhering to a strict formula will not be practicable given the variation in client objectives and guidelines.

It is not Futura's practice to negotiate "execution only" commission rates, thus the client may be deemed to be paying for other services provided by the broker which are included in the commission rate.

Futura will allocate brokerage transactions in a manner it believes to be fair and reasonable to its clients, and consistent with client objectives. Prospective clients are hereby advised that lower brokerage fees for comparable services may be available from other sources.

## **Item 13 – Review of Accounts**

### **Review of Accounts**

Futura will review all accounts on a quarterly basis and compare each investment on a transaction basis to insure that each transaction is: (i) suitable to the respective client's investment objectives; (ii) meets that client's quality standards; and (iii) to make sure that their investment objectives are still pertinent to the managed account arrangement. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances or the market economic or political environment. All accounts are reviewed by Henry Urquidi, President.

### **Reports**

Clients receive monthly written statements from the custodian detailing all positions held in their account, and activity in the account during the reported month. If there is

no activity in the account, they will receive a quarterly statement. In addition, clients generally access their accounts through the custodian's web-based inquiry system allowing them to review activity in the account, print confirmations and statements, and access historical data.

## **Item 14 – Client Referrals and Other Compensation**

### **Client Referrals to Futura**

For each client referral a Solicitor makes to Futura, Futura will pay a percentage of the management fees earned and collected as disclosed in the contract between firms. The specific terms of the compensation will be disclosed to the client in the Disclosure Statement as delivered by the Solicitor.

### **Client Referrals to Third-Party Advisers**

From time to time, Futura will refer clients to other advisers and/or managers, in which case Futura will receive compensation. Such relationships and compensation will be duly disclosed to the clients.

### ***G Squared Equity Management LLC***

Futura is acting as a non-exclusive, independent agent and solicitor of investors for certain venture capital and private equity-related private funds (the "Funds"). Pursuant to the written Solicitation Agreements (the "Solicitation Agreement"), between G Squared Equity Management LP (the "Manager") and Futura, and subject to the terms and conditions therein, Futura will receive a solicitation fee from the Manager (the "Solicitation Fee") for prospective investors Futura refers to the Manager for investment in the Funds. This Solicitation Fee consists of a percentage of the total Capital Contribution paid up front and a percentage of the carried interest received by the Manager from the Funds in any given year attributable to the value of the account of each investor Futura has referred to the Manager pursuant to the Solicitation Agreement.

## **Item 15 – Custody**

Futura is deemed to have custody of the funds and securities as a consequence of its authority to make withdrawals from client accounts to pay its advisory fee. However, a surprise examination is not required because Futura has written authorization from each client to deduct advisory fees from the account held with the qualified custodian and each time a fee is directly deducted from a client account Futura sends the qualified

custodian an invoice or statement of the amount of the fee to be deducted from the client's account. Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. Futura urges clients to carefully review such statements and compare such official custodial records to any statements provided by Futura. Our statements could vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

### **Item 16 – Investment Discretion**

Generally, Futura receives discretionary authority from the client at the outset of an advisory relationship. This authority is granted through a limited power of attorney, or limited trading authorization, and is used to determine the asset allocation and specific securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account.

When selecting securities and determining amounts, Futura observes the investment policies, limitations and restrictions of the clients for which it advises. For registered investment companies, Futura's authority to trade securities may also be limited by certain federal securities and tax laws that require diversification of investments and favor the holding of investments once made.

### **Item 17 – Voting Client Securities**

As a matter of firm policy and practice, Futura does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. From time to time, Futura provides advice to certain clients regarding the clients' voting of proxies.

### **Item 18 – Financial Information**

Futura has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients and has not been the subject of a bankruptcy proceeding. We do not require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance. Therefore, we have no additional material financial disclosures to make.

## **Item 19 – Other Information**

### **Privacy Policy**

#### **Summary**

We do not disclose nonpublic personal information about our individual clients or former clients except as permitted by law. We restrict access to nonpublic personal information about you (that we obtain from your account and your transactions) to those employees who need to know that information to provide products or services to you or to alert you to new, enhanced or improved products or services we provide. We maintain physical, electronic and procedural safeguards that comply with federal standards to safeguard your nonpublic personal information.

#### **Business Continuity Plan**

We have a Business Continuity Plan that addresses how the Firm will respond to events that disrupt its business. If the main telephone or the emergency line is down, please contact your custodian. We will resume operations as quickly as possible (preferably within twenty-four hours) depending on the severity of the business disruption. Our Business Continuity Plan covers data backup and recovery, mission critical systems financial and operational assessments, alternative communications, alternate business locations, regulatory reporting and the assurance of prompt access to funds and securities for our customers. If you have questions regarding the firm's Business Continuity Plan copies are available upon request.