



## **PART 2A OF FORM ADV - BROCHURE**

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This Brochure provides you information about the qualifications and business practices of Verde Capital Management, Inc. (referred to in this Brochure as “us,” “we,” “our” or the “firm”). If you have any questions about the contents of this Brochure, please contact us at (248) 528-1870. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority.

We are a registered investment adviser. Registration of an adviser does not imply any level of skill or training.

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

## **ITEM 2: MATERIAL CHANGES**

The material changes in this brochure from the last annual updating amendment of Verde Capital Management, Inc. on March 27, 2021, are described below. Material changes relate to Verde Capital Management, Inc.'s policies, practices or conflicts of interests.

- Verde Capital Management has updated other financial industry activities and affiliations (Item 10).
- Verde Capital Management has updated brokerage practices (Item 12).
- Verde Capital Management has updated brokerage client referrals and other compensation (Item 14).
- Verde Capital Management has updated custody (Item 15).

### **ITEM 3: TABLE OF CONTENTS**

COVER PAGE.....	i
ITEM 2: Material changes .....	ii
ITEM 3: TABLE OF CONTENTS .....	iii
ITEM 4: ADVISORY BUSINESS .....	4
ITEM 5: FEES AND COMPENSATION .....	5
ASSETS UNDER MANAGEMENT .....	8
PAYMENT SCHEDULE .....	8
ITEM 6: PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT.....	10
ITEM 7: TYPES OF CLIENTS .....	10
ITEM 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS.....	10
ITEM 9: DISCIPLINARY INFORMATION .....	15
ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS.....	15
ITEM 11: CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING.....	15
ITEM 12: BROKERAGE PRACTICES.....	18
ITEM 13: REVIEW OF ACCOUNTS .....	20
ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION .....	21
ITEM 15: CUSTODY .....	24
ITEM 16: INVESTMENT DISCRETION .....	24
ITEM 17: VOTING CLIENT SECURITIES .....	24
ITEM 18: FINANCIAL INFORMATION .....	25

## **ITEM 4: ADVISORY BUSINESS**

### **Our Owners and Principals**

We are a Michigan corporation established in 2008. Carl Szasz is our sole principal and owns more than twenty-five percent (25%) of our firm's common stock.

### **Our Advisory Services**

#### ***Investment Management – Qualified Plans***

We provide investment management services to qualified retirement plans which are subject to the Employee Retirement Income Security Act of 1974, as amended ("ERISA"). As part of our services to qualified plans, we will act as a 3(21) and 3(38) fiduciary manager under ERISA. This means that when we are performing discretionary services on behalf of the plan, the plan fiduciary is shifting its fiduciary responsibility to us for the selection of the Plan's investments.

For all qualified plan clients, we work with the plan fiduciary to develop a formal written investment policy statement ("IPS") for the plan, or we review and amend the existing IPS, which establishes the plan's specific standards and processes for investment operations. The IPS may also place restrictions on the types of investments the plan invest its assets in. We use the plan's IPS to select, monitor, remove and replace investment alternatives available to plan participants. We also meet with plan participants periodically throughout the year to educate them on the available investment options. We also continually monitor the performance of all the plan's investment options.

#### ***Outside Management and 401(k) Advisory Services***

We also provide investment advice to our clients on their qualified retirement plan assets. If we provide you with investment management services for assets held in your retirement account, we will consider your goals and objectives; and we will make suggestions on how you might allocate plan assets among the investment options provided by your plan sponsor. You may implement our investment recommendations or we, with your authorization and using your personal identification number, will execute any agreed upon allocation changes. We will manage your retirement assets according to the terms of the investment advisory agreement we sign with you.

If our services are discontinued, you must promptly change your personal identification number so as to assure we do not have any further access to your account.

#### ***Investment Management Services***

We offer investment management services through our wrap fee program. We emphasize continuous personal client contact and interaction in providing discretionary investment supervisory services.

A complete description of the program and its fees are contained in our Part 2A Appendix, which is the Program Brochure. To request a copy of the Program Brochure please contact our President and Chief Compliance Officer, Carl Szasz at (248) 528-1870 or [carlszasz@verdecn.com](mailto:carlszasz@verdecn.com).

### ***Financial Planning***

We offer financial planning only for clients that utilize either our investment management services or digital investment services. This is not offered as a stand-alone service. Financial plans and financial planning may include, but not limited to: risk management, investment planning, tax planning, retirement planning, estate planning, charitable planning, education planning, business planning and asset protection planning.

### ***Educational Seminars/Workshops***

We provide periodic educational seminars and workshops to clients and the general public free of charge. Seminar topics include, but are not limited to; behavioral finance, financial planning, retirement planning, and Planning for Your 401K.

### **Assets Under Management**

We manage your assets on either a discretionary or nondiscretionary basis. As of December 2020, we had \$330,711,744.00 in client assets managed on a discretionary basis and \$51,886,939.00 in client assets managed on a non-discretionary basis.

## **ITEM 5: FEES AND COMPENSATION**

### **Investment Management for Qualified Plans**

For our investment management services to ERISA plans, beginning on [Date] we changed our service offering and the way in which we charge our investment management fees for ERISA plans. Clients can choose between two levels of service "Verde Gold" or "Verde Silver" as follows:

	VERDE SILVER	VERDE GOLD
Plan Design	√	√
Fund Menu Line-Up	√	√
Management of Models	√	√
Fiduciary Protection	√	√
Form 5500 Assistance*		√
Employee Advice and Education		√

\*We assist the Plan Sponsor with compiling or responding to information requested by the Plan's provider for compliance testing and preparation of the Form 5500. We are not responsible for conducting any testing or preparing of the Form 5500.

Our investment management fees are based upon the level of service chosen by the client, the number of participants in the plan and the assets under management. Our fees are set forth on an annual basis but are charged quarterly or monthly.

Our investment management fees are as follows:

<b>VERDE GOLD FEES:</b>						
Number of Participants	Assets under Management					
	\$0 up to \$5 Million	\$5 up to \$10 Million	\$10 Million up to \$15 Million	\$15 up to \$20 Million	\$20 up to \$25 Million	Over \$25 Million
1 up to 100	1.00%	0.90%	0.80%	0.70%	0.60%	Custom
100 up to 250	1.10%	0.95%	0.85%	0.74%	0.62%	Custom
250 up to 500	1.20%	1.00%	0.90%	0.78%	0.64%	Custom
500 up to 1000	1.30%	1.10%	0.95%	0.82%	0.66%	Custom
1000 up to 2500	1.40%	1.15%	1.00%	0.86%	0.68%	Custom
Over 2500	1.50%	1.20%	1.05%	0.90%	0.70%	Custom

<b>VERDE SILVER FEES:</b>						
Number of Participants	Assets under Management					
	\$0 up to \$5 Million	\$5 up to \$10 Million	\$10 Million up to \$15 Million	\$15 up to \$20 Million	\$20 up to \$25 Million	Over \$25 Million
1 up to 100	.50%	.45%	.40%	.35%	.30%	Custom
100 up to 250	.55%	.48%	.42%	.37%	.31%	Custom
250 up to 500	.60%	.50%	.45%	.39%	.32%	Custom
500 up to 1000	.65%	.55%	.47%	.41%	.33%	Custom
1000 up to 2500	.70%	.57%	.50%	.43%	.34%	Custom
Over 2500	.75%	.60%	.52%	.45%	.35%	Custom

Our fees will be billed in arrears either by calendar month, calendar quarter, or by fiscal quarter (see below):

	Calendar Quarter	Fiscal Quarter
First Quarter	January 1 – March 31	March 1 – May 31
Second Quarter	April 1 – June 30	June 1 – August 31
Third Quarter	July 1 – September 30	September 1 – November 30
Fourth Quarter	October 1 – December 31	December 1 – February 28

The first payment is due within the first 15 days of the Billing Period immediately following the Billing Period in which this Agreement was executed (the “Effective Date”), and will be prorated and payable based upon the number of days from the date of execution of this Agreement to the end of the first Billing Period. Subsequent payments will be assessed and due within the first 15 days of the Billing Period based on the value of the assets in the Plan on the last business day of the previous Billing Period, which may be adjusted for deposits and withdrawals during the Billing Period. Any assets invested by participants in brokerage window programs will be disregarded in determining our fee.

Fees do not include brokerage commissions, transaction fees, and other related costs and expenses incurred in connection with providing investment management services to the Plan. Mutual funds and ETFs also charge internal management fees, which are disclosed in the fund’s prospectus. Such charges, fees and commissions are in addition to our annual investment management fee.

For our ERISA plan clients who signed investment management agreements with us prior to [DATE], our fees and services will be as set forth in the client's investment management agreement.

### **Outside Management and 401(k) Advisory Services**

When we provide continuous and regular investment advisory services to you for your 401(k) participant assets, we will charge you a fee of 0.50% to 1.5% for the assets under our management depending on the complexity of your plan and the nature of your individual circumstances. In addition to our fees, you are responsible for all mutual fund expenses, transaction fees, and administrative costs charged by other parties for these accounts.

If you choose, you may grant us limited discretionary authority in the investment advisory agreement to bill your custodian directly and to instruct your custodian to deduct our advisory fees for our 401(k) advisory services directly from your other non-qualified account.

### **Investment Management Fees**

If you utilize our investment management services under our wrap fee program, we charge you an annual fee based upon a percentage of the market value of your assets under our management. Our fee for the program is called a “wrap fee,” which means that our fee includes all commissions or transaction fees which otherwise would be incurred by you.

A complete description of the program and its fees are contained in our Part 2A Appendix1, which is the Program Brochure. To request a copy of the Program Brochure please contact our President and Chief Compliance Officer, Carl Szasz at (248) 528-1870 or [carlszasz@verdecn.com](mailto:carlszasz@verdecn.com).

## **ASSETS UNDER MANAGEMENT**

### **PAYMENT SCHEDULE**

<b><u>ASSETS UNDER MANAGEMENT</u></b>	<b><u>FEE</u></b>
\$0-5,000,000	1.5%
\$5,000,001-10,000,000	1.0%
\$10,000,001-15,000,000	0.9%
\$15,000,001-20,000,000	0.8%
\$20,000,001-25,000,000	0.7%
\$25,000,001+	0.6%

At the time the Account is opened, we will determine the fees to be charged to Client. We will re-assess the fees to be charged once per year, on Client's anniversary date for opening its Account, including whether Client will pay fees based upon the Annual Gross Income Payment Schedule or the Assets Under Management Payment Schedule.

Fees payable under the Assets Under Management Payment Schedule is the percentage of the market value of the Assets under Sub-Advisor's management. We charge our fee monthly, in arrears, based upon the average daily Account balance as valued by the custodian. The average daily Account balance is calculated by taking the average of each day's ending market value for the number of days in the billing period. We calculate the standard annual fee by applying the above fee schedule to the average daily Account balance for the period and then dividing it by 12 to determine the monthly fee.

The percentage fee payable under the Assets under Management Payment Schedule corresponds only to those assets in that specific bracket. To illustrate, if Client deposits \$6,000,000 to its Account, 1.5% will be charged to the first \$5,000,000 (or, \$75,000) and 1.0% will be charged on the remaining \$1,000,000 (or, \$10,000), for a total fee of \$85,000.

### **Financial Planning**

Fees for financial planning services are based upon the income of Client, as set forth in the table below. However, if Client has sufficient Assets in its Account, Advisor will waive its fees for financial planning services, and Advisor's fees will instead be based upon the Assets under Management Payment Schedule as set forth in the relevant Service Schedule. The minimum assets under management to qualify for the waiver of the financial planning services fees are as set forth in the third column of the table below:



**ANNUAL GROSS INCOME**  
**PAYMENT SCHEDULE**

<u>INCOME</u>	<u>INCOME BASED FEE</u>	<u>MINIMUM AUM TO WAIVE FINANCIAL PLANNING FEES</u>
\$0-100,000	\$100/month	\$80,000
\$100,001-150,000	\$150/month	\$120,000
\$150,001-200,000	\$200/month	\$160,000
\$200,001-250,000	\$250/month	\$200,000
\$250,001-300,000	\$300/month	\$240,000
\$300,001-350,000	\$350/month	\$280,000
\$350,001-400,000	\$400/month	\$320,000
\$400,001-450,000	\$450/month	\$360,000
\$450,001+	\$500/month	\$400,000

**At the time the Account is opened, we will determine the fees to be charged to Client. We will re-assess the fees to be charged once per year, on Client's anniversary date for opening its Account, including whether Client will pay fees based upon the Annual Gross Income Payment Schedule or the Assets Under Management Payment Schedule.**

**Other Compensation**

As described in the section titled “**OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**” on page 15, Ms. Tommi Harris is also independently licensed to sell insurance through her firm, Verde Insurance Agency. As such, Ms. Harris may receive a commission for the sale of insurance products to you and other clients. Therefore, a potential conflict of interest exists when we recommend that you purchase insurance products as part of our financial planning advice. To mitigate any conflict of interest, we do not require you to purchase any recommended insurance products through Ms. Harris, and you are free to purchase the products from a different insurance agent.

**Direct Billing to Your Custodian**

With your authorization, we will directly debit fees from your accounts or bill you for our fees. Generally, our clients authorize us under the investment advisory agreement to deduct our fees directly from their account. If you provide us such authorization, the custodian's periodic statements will show each fee deduction from your account. You may withdraw this authorization for direct billing of these fees at any time by notifying your custodian or us in writing. Fees paid directly by check are due upon receipt of the fee invoice.

## **ITEM 6: PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT**

We do not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of your assets).

## **ITEM 7: TYPES OF CLIENTS**

We offer financial planning and investment management services to individuals, high net worth individuals, trusts and estates, pension and profit sharing plans, charitable institutions, and corporations and other business entities.

We do not impose any conditions for starting or maintaining an investment management account, such as a minimum annual fee or account balance. There is no minimum account size for our financial planning services.

## **ITEM 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

### **Methods of Analysis**

We utilize fundamental analysis to evaluate investments. Fundamental analysis is a technique that attempts to determine a security's value by focusing on the economic well-being of a financial entity as opposed to only its price movements. When conducting fundamental analysis, we will review a company's financial statements and consider factors including, but not limited to, whether the company's revenue is growing, if the company is profitable, if the company is in a strong enough position to beat its competitors in the future, and if the company is able to repay its debts. Because it can take a long time for a company's value to be reflected in the market, the risk associated with this method of analysis is that a gain is not realized until the stock's market price rises to the company's true value.

The valuation method is a technique used to calculate a theoretical value for a security in order to estimate potential future market prices. When utilizing the valuation method, we will review such things as a security's earnings per share, price to earnings and growth rate.

We also utilize technical analysis to evaluate potential investments. Unlike fundamental analysis, technical analysis does not analyze the company's value, but instead analyzes the stock's price movement in the market. Charting is a form of technical analysis in which the various technical factors are diagrammed in order to illustrate patterns. Technical analysis studies the supply and demand in the market in an attempt to determine what direction, or trend, will continue in the future. However, there are risks involved with this method, including the risk that the trends will change unpredictably, which is why we use a combination of methods and obtain information from a variety of sources.

We obtain information from a number of sources, both public and by purchase, including research materials prepared by third-parties, corporate rating services, annual reports, prospectuses and filings with the SEC and company press releases. We believe these resources for information are reliable and regularly depend on these resources for making our investment decisions; however, we are not responsible for the accuracy or completeness of this information.

### **Investment Strategies**

We use a variety of investment strategies depending on your circumstances, financial objectives and needs. We may recommend implementing one or more of the following investment strategies: long-term purchases (held at least a year), short term purchases (held less than a year), trading (held less than 30 days), margin transactions (purchase of a security on credit extended by a securities company), and option writing (selling an option) or a combination of these strategies to help you meet your investment objectives.

**Long-Term Purchases** – The Long-Term assumption is that financial market values will increase over time (at least a year) and this may not happen. There is also the risk that the segment of the market you are invested in (or perhaps just your particular investment) will decrease over time even if overall stock market values increase. In addition, purchasing investments long-term may create an opportunity cost, “locking-up” assets that you may be better off using elsewhere.

**Short-Term Purchases and Trading** – Securities are purchased with the idea of selling them very quickly (typically within 30 days or less). This is done in an attempt to take advantage of predictions of brief price swings. The Short-Term strategy may produce higher gains however, the risk may be greater. Decision to use or not use short-term investments must be made in terms of the level of risk and the projected time frame for meeting your goals. In addition, securities held less than one year before selling it are classified, by the IRS, as a short-term capital gain and the profit is taxed as ordinary income.

**Short sales** – Short selling is the selling of a security that the seller does not own based on the assumption that the seller will be able to buy the stock at a lower amount than the price at which the seller sold short. Managers use short positions to reduce the risk of long positions purchased with money borrowed on margin. If correct and the stock price has gone down since the shares were borrowed from the original owner, the client account realizes the profit. As stock prices increase, short seller losses also increase as short sellers rush to buy the stock to cover their positions. This increase in demand, in turn, further drives the prices up, increasing losses.

**Margin transactions** – Stocks may be purchased for client portfolios with money borrowed from the broker. This allows the investor to purchase more stock than they would be able to with their available cash, and allows the purchase of stock without selling other holdings. A risk in margin trading is that, in volatile markets, securities prices can fall very quickly. If the value of the securities in your account minus what you owe the broker falls below a certain level, the broker will issue a “margin call”, and you will be required to sell your position in the security purchased

on margin or add more cash to the account. In some circumstances, you may lose more money than you originally invested.

**Option writing.** An option is a contract that gives the buyer the right, but not the obligation, to buy or sell an asset (such as a share of stock) at a specific price on or before a certain date. An option, just like a stock or bond, is a security. An option is also a derivative, because it derives its value from an underlying asset. Options may be used to speculate on the possibility of a sharp price swing up or down.

We may recommend implementing these strategies using mutual funds (held directly or held within variable annuities or life insurance products), exchange traded funds and other types of investments. We often recommend mutual funds of different kinds to promote portfolio diversification within various asset classes, such as industry sectors, domestic/international, or equities/bonds. We may recommend periodic purchases, sales, and exchanges of those mutual fund shares within mutual fund families and between different mutual fund families when there are changes in your needs, market conditions, or economic developments.

### **Types of Investments and Risk of Loss**

We offer advice about a wide variety of investment types, including mutual funds, index funds, exchange traded funds (“ETFs”), international securities and variable annuities, and publicly traded digital asset trusts, each having different types and levels of risk. We will discuss these risks with you in determining the investment objectives that will guide our investment advice for your account. We will explain and answer any questions you have about these kinds of investments, which present special considerations such as the following.

Investing in securities involves risk of loss that you should be prepared to bear. Obtaining higher rates of return on investments typically entails accepting higher levels of risk. We work with you to attempt to identify the balance of risks and rewards that is appropriate and comfortable for you. However, it is still your responsibility to ask questions if you do not fully understand the risks associated with any investment or investment strategy.

While we cannot foresee all potential risks, and many more exist than listed below, these are the most common risks investors face:

**Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.

**Market Risk:** The price of a security, bond, ETF, or mutual fund may drop in reaction to market events or other factors. This type of risk is caused by external factors independent of a security's particular individual circumstances. For example, political, economic and social conditions may trigger market events.

**Inflation Risk:** When inflation is present, a dollar today will not buy as much as a dollar in the future, because purchasing power is eroding at the rate of inflation. Your investment may lose value if it is not keeping pace with inflation.

**Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar relative to the currency of the investment's home country. This is also referred to as exchange rate risk.

**International Risk:** International investments may involve risk of capital loss from unfavorable fluctuations in currency exchange rates, differences in generally accepted accounting principles, or economic or political instability in other nations.

**Reinvestment Risk:** The risk that proceeds from maturing investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily affects fixed income securities.

**Financial Risk:** Excessive borrowing to finance a business' operations increases the risks to profitability, because the company must meet the terms of its debt obligations in good times and bad. The inability to meet debt obligations, in severe economic downturns, may result declining market value of the company's debt and equity securities or possibly even bankruptcy.

The previously mentioned risks will vary for each type of investment; therefore, we will diversify your account in an attempt to mitigate those risks. Nevertheless, diversification alone cannot eliminate the possibility of significant price declines. We will work with you to attempt to identify the balance of risk and reward that is appropriate and comfortable for you. However, it is still your responsibility to ask questions if you do not fully understand the risks associated with any investment or investment strategy.

Also, while we strive to render our best judgment on your behalf, many economic and market variables beyond our control can affect the performance of your investments and we cannot assure you that your investments will be profitable or assure you that no losses will occur in your investment portfolio. Past performance is one relatively important consideration with respect to any investment or investment advisor, but it is not a predictor of future performance.

### ***Mutual Funds, Index Funds and Exchange-Traded Funds***

Exchange traded products are types of securities that derive their value from a basket of securities such as stocks, bonds, commodities or indices and trade on exchanges during the day like individual stocks, while traditional mutual funds are priced once a day at the close. The value of our portfolio will fluctuate with the value of the underlying securities. ETFs trade like a stock, and there will be brokerage commissions associated with the buying and selling of the ETFs unless, trading occurs in a wrap fee program.

Mutual funds and ETFs that we typically use charge their shareholders various advisory fees and expenses associated with the establishment and operation of the funds. These fees will

generally include a management fee, shareholder servicing, other fund expenses, and sometimes a distribution fee. If the fund also imposes sales charges, you may pay an initial or deferred sales charge. We generally use a combination of no-load retail and institutional class mutual funds that may or may not have transaction fees. When selecting a fund, we will consider a variety of factors including its expense ratio and other factors that may vary depending on the client. Based upon these and other considerations, in some instances we may choose a no transaction fee (“NTF” or no-load) share class having higher on-going fund expenses (which reduce the return of the fund) over an institutional share class that imposes transaction fees but has a lower on-going fund expense ratio. Our share class selections are based upon then available information and circumstances, which may later turn out differently for many reasons beyond our control, including your changing investment objectives, financial needs, or time horizon. These separate fees and expenses are disclosed in each fund’s current prospectus, which is available from the fund or we can provide it to you upon request.

Consequently, for any type of fund investment, it is important for you to understand that you are directly and indirectly paying two levels of advisory fees and expenses: one layer of fees at the fund level and one layer of advisory fees and expenses to us. Generally speaking, most mutual funds may be purchased directly, without using our services and without incurring our advisory fees.

### ***Variable Annuities***

Variable annuities are highly complex financial products offered by insurance companies. Investment in a variable annuity contract is subject to both general market risk and the insurance company’s credit risk. These and other risks are described in the variable annuities’ prospectuses. Variable annuities are regulated under both securities and insurance laws and related rules and regulations. Variable annuities offer various benefits and features which may or may not have value to you depending on your circumstances, which we can discuss with you. Like other types of investments, commissions are paid for the purchase of variable annuities and there may be substantial surrender charges. These commissions, surrender charges, and other expenses are disclosed in the prospectus.

Like mutual funds, insurance companies charge a variety of fees and charges against the assets invested in the separate accounts of their policy holders. As noted above, this means that there are two layers of advisory fees paid – one layer to the insurance company and one layer to our firm for our advisory services.

We do not generally recommend variable annuities due to substantial costs. However, if you come to us already owning variable annuities, and we determine that it is not suitable to liquidate them due to surrender charges, taxes, or other factors, we will review the separate accounts with you and provide investment advice concerning them, based upon our agreement with you.

### ***Publicly Traded Cryptocurrency Trusts***

If suitable for a client, we recommend investments in a publicly traded trusts established for the purpose of investing in and holding cryptocurrency, specifically Bitcoin and Ethereum. Bitcoin and Ethereum are digital assets that are created and transmitted through the operations of the peer-to-peer decentralized network of computers that operates on cryptographic protocols. Bitcoin and Ethereum trusts typically charge their shareholders various fees and expenses associated with the establishment and operation of the trust, including a fee paid to the sponsor of the trust. Bitcoin and Ethereum exchanges are largely unregulated and lack transparency. Over the past five years, Bitcoin and Ethereum exchanges have closed due to fraud, business failure or security breaches. In many instances, customers lost some or all of their investment. There are many other risks associated with investments in Bitcoin and Ethereum trusts and their underlying investments in Bitcoin and Ethereum which are described in the trust's prospectus.

### **ITEM 9: DISCIPLINARY INFORMATION**

As a registered investment adviser, we must inform you of all material facts regarding any legal or disciplinary events that would be material to your evaluation of our firm or the integrity of our management. We have no legal or disciplinary events to disclose.

### **ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

Mr. Carl Szasz is the owner of Verde Real Estate, a real estate property manager. Verde Real Estate purchases, sells, and manages commercial and residential properties on behalf of its clients. From time to time, he may offer clients advice or products from those activities and clients should be aware that these services may involve a conflict of interest. Verde Capital Management, Inc. always acts in the best interest of the client and clients always have the right to decide whether or not to utilize the services of any Verde Capital Management, Inc. representative in such individual's outside capacities.

Mr. Szasz is also a Partner in Narrin Farms, LLC, a lakefront horse farm with multiple Airbnb rentals, barns, pastures, paddocks, and other related equine structures.

Mr. Szasz is the President of Starbluff Homeowner's Association, an organization that manages maintenance on behalf of the residents of the Starbluff Sub-Division.

Verde Real Estate, LLC, of which Mr. Szasz is the sole owner, is a Partner in Millpond Bed and Breakfast, LLC, a historic property in Clarkston, Michigan with multiple Airbnb rental units.

Mr. Szasz is also certified by Sedera Health to act as an affiliate sales representative under Verde Capital Management, Inc., an affiliated organization with Sedera Health, to sell membership plans under Sedera Access+ and Sedera Select+ to individuals, families, organizations, and employers.

Ms. Tommi Harris is the owner of Parallel Insurance Agency, LLC, and is independently licensed to sell insurance products through various insurance companies. Although we do not provide Ms. Harris with additional compensation for her insurance sales, Ms. Harris receives commissions from insurance companies if you purchase insurance through her. The receipt of this compensation creates a conflict of interest. To mitigate this conflict of interest, we do not require you to purchase any recommended insurance products from Ms. Harris, and you can chose to purchase insurance through other unaffiliated insurance agents.

Mr. Tomaszewski is a Contributor with The Index Cooperative, which is a decentralized community of decentralized finance experts, technologists, content marketers, and traditional finance professionals all focused on the creation and adoption of crypto structured tokens with the mission to make crypto investing simple, accessible, and safe for everyone. Mr. Tomaszewski's responsibilities as a Contributor include assisting the institutional business team and overall community with expanding their mission to bring crypto structure tokens to the masses.

Mr. Kenneth Sheperd is a Financial Secretary for the Knights of Columbus in Ortonville, Michigan.

Mr. Kenneth Sheperd is also a Partner in Millpond Bed and Breakfast, LLC, a historic property in Clarkston, Michigan with multiple Airbnb rental units.

Ms. Cynthia Lundberg is a Partner in Millpond Bed and Breakfast, LLC, a historic property in Clarkston, Michigan with multiple Airbnb rental units.

Ms. Lundberg is also certified by Sedera Health to act as an affiliate sales representative under Verde Capital Management, Inc., an affiliated organization with Sedera Health, to sell membership plans under Sedera Access+ and Sedera Select+ to individuals, families, organizations, and employers.

Mr. Adam Smart is a Development Committee Member of Central Detroit Christian, a community development, non-profit organization. Mr. Smart is the Secretary and Executive Team Board Member for the Pontiac Community Foundation, a community foundation for the local Pontiac, MI area. Mr. Smart is a Leadership Team Member at The Church of the Holy Redeemer in Rochester, MI; the leadership team provides oversight for the church and pastor(s).

Mr. Smart is also certified by Sedera Health to act as an affiliate sales representative under Verde Capital Management, Inc., an affiliated organization with Sedera Health, to sell membership plans under Sedera Access+ and Sedera Select+ to individuals, families, organizations, and employers.

Mr. Jack Yarosh is a Partner in Millpond Bed and Breakfast, LLC, a historic property in Clarkston, Michigan with multiple Airbnb rental units.

Mr. Yarosh is also certified by Sedera Health to act as an affiliate sales representative under Verde Capital Management, Inc., an affiliated organization with Sedera Health, to sell membership plans under Sedera Access+ and Sedera Select+ to individuals, families, organizations, and employers.

Ms. Katelyn Wilson is affiliated with Select Rehabilitation in order to maintain her current Certified Occupational Therapy Assistant license and certification. She may spend one to two hours per month doing completing continuing education credits to maintain her Certified



Occupational Therapy Assistant license through the State of Michigan, and her certification through NBCOT.

As part of her duties to support Mr. Carl Szasz, Ms. Wilson performs building operations tasks for Verde Real Estate, a real estate property manager. Verde Real Estate purchases, sells, and manages commercial and residential properties on behalf of its clients. From time to time, Mr. Szasz may offer clients advice or products from those activities and clients should be aware that these services involve a conflict of interest. Verde Capital Management, Inc. always acts in the best interest of the client and clients always have the right to decide whether or not to utilize the services of any Verde Capital Management, Inc. representative in such individual's outside capacities.

Ms. Wilson is a Partner in Millpond Bed and Breakfast, LLC, a historic property in Clarkston, Michigan with multiple Airbnb rental units.

As part of her duties to support Mr. Carl Szasz, Ms. Holly Kamm acts as the general manager for Verde Real Estate, a real estate property manager. Verde Real Estate purchases, sells, and manages commercial and residential properties on behalf of its clients. From time to time, Mr. Szasz may offer clients advice or products from those activities and clients should be aware that these services involve a conflict of interest. Verde Capital Management, Inc. always acts in the best interest of the client and clients always have the right to decide whether or not to utilize the services of any Verde Capital Management, Inc. representative in such individual's outside capacities.

As part of her duties to support Mr. Carl Szasz as a Partner in Narrin Farms, LLC, Ms. Kamm performs general and project management duties for the farm. Narrin Farms is a lakefront horse farm with multiple vacation and residential homes, barns, pastures, paddocks, and other related equine structures.

As part of her duties to support Mr. Carl Szasz as the President of Starbluff Homeowner's Association, Ms. Kamm performs project management and bill pay tasks. Starbluff Homeowner's Association is an organization that manages maintenance on behalf of the residents of the Starbluff Sub-Division.

As part of her duties to support Mr. Carl Szasz via his sole ownership in Verde Real Estate, a Partner in Millpond Bed and Breakfast, LLC, Ms. Kamm performs project and cash management tasks for Millpond Bed and Breakfast, LLC. Millpond Bed and Breakfast is a historic property in Clarkston, Michigan with several Airbnb rental units.

Ms. Holly Jamie Kamm is a licensed attorney in the states of Michigan and Ohio and owns a solo practice law firm, Brehon Law, PLLC. She meets with clients to learn more about their personal and business needs, to gather legal and financial data, and to draft the requisite documents to meet their specific needs. She also spends approximately 40 hours per year attending continuing legal education courses to stay abreast of current estate and business planning laws and practices. From time to time, she may offer clients advice or products from those activities and clients should be aware that these services may involve a conflict of interest. Verde Capital Management, Inc. always acts in the best interest of the client and clients always have the right to decide whether or not to utilize the services of any Verde Capital Management, Inc. representative in such individual's outside capacities.

## **ITEM 11: CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

We have adopted a Code of Ethics (the “Code”) describing the standards of business conduct we expect all officers, directors, employees, and advisory representatives to follow. The Code also describes certain reporting requirements with which particular individuals associated with or employed by us must comply. We will provide a free copy of the Code to you upon request.

Our principals and representatives will often own the same securities we recommend to you or our other clients. Generally, these securities will be shares of open ended mutual funds or stocks and bonds actively traded on a national securities exchange or market where the time and size of their purchases or sales will not affect transactions for you or our other clients. If we do recommend the purchase or sale of a thinly traded security to you, we will ensure that our principals’ and representatives’ transactions do not adversely affect you nor improperly benefit them, typically by completing our principals’ and representatives’ transactions after all your and other client transactions have been made. Orders for your account and our own accounts may sometimes be aggregated or “batched” into one large order as described in “**BROKERAGE PRACTICES**” starting on page 18.

You may request a copy of our Code by contacting our President, Carl Szasz at (248) 528-1870 or [carlszasz@verdecap.com](mailto:carlszasz@verdecap.com).

## **ITEM 12: BROKERAGE PRACTICES**

### **Directed Brokerage & Soft Dollars**

Custodians/broker-dealers will be recommended based on Verde Capital Management’s duty to seek “best execution,” which is the obligation to seek to execute securities transactions for a client on terms that are the most favorable to the client under the circumstances. The client will not necessarily pay the lowest commission or commission equivalent, and Verde Capital Management may also consider the market expertise and research access provided by the payment of commissions, including but not limited to access to written research, oral communication with analysts, admittance to research conferences and other resources provided by the brokers to aid in the research efforts of Verde Capital Management. Verde Capital Management will never charge a premium or commission on transactions, beyond the actual cost imposed by the broker-dealer/custodian.

Verde Capital Management recommends Charles Schwab & Co., Inc. Advisor Services, TD Ameritrade Institutional, a division of TD Ameritrade, Inc. Member FINRA/SIPC (“TD Ameritrade”), TradePMR, Inc. (“TradePMR”), and Interactive Brokers (“IBKR”). TD Ameritrade is an independent and unaffiliated SEC-registered broker-dealer. Verde Capital Management is separate and unaffiliated from Charles Schwab & Co., Inc. Advisor Services, TD Ameritrade Institutional, TradePMR, and Interactive Brokers.

Trade-PMR clears trades and custodies assets with First Clearing, FINRA member broker-dealers. First Clearing is a trade name used by Wells Fargo Clearing Services, LLC., a non-bank affiliate of Wells Fargo & Company. Trade-PMR acts as an introducing broker dealer on a fully disclosed basis. Trade-PMR and First Clearing are members of SIPC and are unaffiliated registered broker dealers and FINRA members. The brokerage commissions and/or transaction fees charged by Trade-PMR or any other designated broker-dealer are exclusive of and in addition to Verde Capital Management's fee. Verde Capital Management regularly reviews these programs to seek to ensure that its recommendation is consistent with its fiduciary duty. Factors which Verde Capital Management considers in recommending Trade-PMR and First Clearing or any other broker-dealer or custodian to clients include their respective financial strength, reputation, execution, pricing, research, and service. The commissions and/or transaction fees charged by these brokers may be higher or lower than those charged by other broker-dealers.

In addition, Trade-PMR provides Verde Capital Management with access to its institutional trading and custody services, which are typically not available to retail investors. These brokerage services include the execution of securities transactions, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

Additionally, Verde Capital Management may receive the following benefits from Trade-PMR: receipt of duplicate client confirmations and bundled duplicate statements; access to a trading desk that exclusively services its participants; access to block trading which provides the ability to aggregate securities transactions and then allocates the appropriate shares to client accounts; and access to an electronic communication network for client order entry and account information.

### ***1. Research and Other Soft Dollar Benefits***

Verde Capital Management has access to research, products, or other services from its broker/dealer in connection with client securities transactions ("soft dollar benefits") consistent with (and not outside of) the safe harbor contained in Section 28(e) of the Securities Exchange Act of 1934, as amended, and may consider these benefits in recommending brokers. There can be no assurance that any particular client will benefit from any particular soft dollar research or other benefits. Verde Capital Management benefits by not having to produce or pay for the research, products or services, and Verde Capital Management will have an incentive to recommend a broker dealer based on receiving research or services. Clients should be aware that Verde Capital Management's acceptance of soft dollar benefits may result in higher commissions charged to the client.

### ***2. Brokerage for Client Referrals***

Verde Capital Management receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

### ***3. Clients Directing Which Broker/Dealer/Custodian to Use***

Verde Capital Management may permit clients to direct it to execute transactions through a specified broker-dealer. Clients must refer to their advisory agreements for a complete understanding of how they may be permitted to direct brokerage. If a client directs brokerage, the client will be required to acknowledge in writing that the client's direction with respect to

the use of brokers supersedes any authority granted to Verde Capital Management to select brokers; this direction may result in higher commissions, which may result in a disparity between free and directed accounts; [the client may be unable to participate in block trades (unless Verde Capital Management is able to engage in “step outs”);] and trades for the client and other directed accounts may be executed after trades for free accounts, which may result in less favorable prices, particularly for illiquid securities or during volatile market conditions. Not all investment advisers allow their clients to direct brokerage.

### **Aggregation of Orders**

We have adopted a trade allocation policy to govern how we handle the aggregation of orders for more than one client’s account. From time to time and only where appropriate, we aggregate orders for securities transactions for more than one client and, in appropriate circumstances, include proprietary accounts. In doing so, we strive to treat each client fairly and will not favor one client or a proprietary account over another client. When executed, we will allocate the aggregated order in accordance with policies and procedures intended to achieve fair treatment. The purpose of aggregating orders is for our administrative convenience and, in some transactions, to obtain better execution for the aggregated order than might be achieved by processing each of the transactions separately.

We will not aggregate orders for a client having a directed brokerage relationship. A consequence of not aggregating your order with other orders for the same securities is that you may not obtain as good a price or as low a cost in a separate transaction as clients whose orders have been aggregated.

Each account that participates in an aggregated order will participate at the average share price for all transactions ordered by our firm in that security on a given business day. If permitted by the broker-dealer effecting the transaction, transaction costs will be shared on a pro rata basis. Some broker-dealers charge brokerage commissions to each participating client in accordance with the size of that client’s part of the aggregated order, regardless of the total size of the aggregated order. If an aggregated order is not filled in its entirety, it will be allocated among participating accounts on a pro rata basis.

## **ITEM 13: REVIEW OF ACCOUNTS**

The frequency and triggering factors for internal account reviews depend upon the services we provide to you. We are available to meet with you on a quarterly basis to review your account. Our advisory representatives share responsibility for these reviews.

For investment management services to ERISA plans generally on a quarterly basis, we will prepare and deliver a report to the plan’s Fiduciary evaluating and summarizing the previous quarter’s market environment, performance results of the investments in the account, total value of plan assets held in the account, a summary of the plan’s asset allocation, the fees and expense ratio of each investment alternative and other information relevant to the maintenance of the account.

You must contact us when a real or potential change in your financial condition occurs so we can review the portfolio along with your new information to ensure the investment strategies continue to be appropriate.

#### **ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION**

Charles Schwab & Co., Inc. Advisor Services provides Verde Capital Management with access to Charles Schwab & Co., Inc. Advisor Services' institutional trading and custody services, which are typically not available to Charles Schwab & Co., Inc. Advisor Services retail investors. These services generally are available to independent investment advisers on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the adviser's clients' assets are maintained in accounts at Charles Schwab & Co., Inc. Advisor Services. Charles Schwab & Co., Inc. Advisor Services includes brokerage services that are related to the execution of securities transactions, custody, research, including that in the form of advice, analyses and reports, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment. For Verde Capital Management client accounts maintained in its custody, Charles Schwab & Co., Inc. Advisor Services generally does not charge separately for custody services but is compensated by account holders through commissions or other transaction-related or asset-based fees for securities trades that are executed through Charles Schwab & Co., Inc. Advisor Services or that settle into Charles Schwab & Co., Inc. Advisor Services accounts.

Charles Schwab & Co., Inc. Advisor Services also makes available to Verde Capital Management other products and services that benefit Verde Capital Management but may not benefit its clients' accounts. These benefits may include national, regional or Verde Capital Management specific educational events organized and/or sponsored by Charles Schwab & Co., Inc. Advisor Services. Other potential benefits may include occasional business entertainment of personnel of Verde Capital Management by Charles Schwab & Co., Inc. Advisor Services personnel, including meals, invitations to sporting events, including golf tournaments, and other forms of entertainment, some of which may accompany educational opportunities. Other of these products and services assist Verde Capital Management in managing and administering clients' accounts. These include software and other technology (and related technological training) that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts, if applicable), provide research, pricing information and other market data, facilitate payment of Verde Capital Management's fees from its clients' accounts (if applicable), and assist with back-office training and support functions, recordkeeping and client reporting. Many of these services generally may be used to service all or some substantial number of Verde Capital Management's accounts. Charles Schwab & Co., Inc. Advisor Services also makes available to Verde Capital Management other services intended to help Verde Capital Management manage and further develop its business enterprise. These services may include professional compliance, legal and

business consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, employee benefits providers, and human capital consultants, insurance and marketing. In addition, Charles Schwab & Co., Inc. Advisor Services may make available, arrange and/or pay vendors for these types of services rendered to Verde Capital Management by independent third parties. Charles Schwab & Co., Inc. Advisor Services may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to Verde Capital Management. Verde Capital Management is independently owned and operated and not affiliated with Charles Schwab & Co., Inc. Advisor Services.

Verde Capital Management participates in the institutional advisor program (the “Program”) offered by TD Ameritrade. TD Ameritrade offers to independent investment advisor services which include custody of securities, trade execution, clearance and settlement of transactions. Verde Capital Management receives some benefits from TD Ameritrade through its participation in the Program.

As part of the Program, Verde Capital Management may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between Verde Capital Management’s participation in the Program and the investment advice it gives to its clients, although Verde Capital Management receives economic benefits through its participation in the Program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Verde Capital Management participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have Verde Capital Management’s fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Verde Capital Management by third party vendors.

Advisor also receives from TD Ameritrade certain additional economic benefits (“Additional Services”) that may or may not be offered to any other independent investment advisors participating in the program. In providing Additional Services to Advisor, TD Ameritrade most likely considers the amount and profitability to TD Ameritrade of the assets in, and trades placed for, Advisor’s client accounts maintained with TD Ameritrade. Advisor’s receipt of Additional Services does not diminish its duty to act in the best interests of its clients, including to seek best execution of trades for client accounts. Specifically, as of April 2020, Verde Capital Management has received an economic benefit of \$20,000 through the TD Ameritrade Institutional program for the payment of contractual costs associated with Verde’s eMoney Platform

subscription (also known as the “Verde Portal”). The eMoney Platform (“Verde Portal”) is a tool used by clients to track, manage, and evaluate their financial plan along with their Verde Advisors.

TD Ameritrade may also pay for business consulting and professional services received by Verde Capital Management’s related persons. Some of the products and services made available by TD Ameritrade through the Program may benefit Verde Capital Management but may not benefit its client accounts. These products or services may assist Verde Capital Management in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help Verde Capital Management manage and further develop its business enterprise. The benefits received by Verde Capital Management or its personnel through participation in the Program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, Verde Capital Management endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by Verde Capital Management or its related persons in and of itself creates a conflict of interest and may indirectly influence the Verde Capital Management’s choice of TD Ameritrade for custody and brokerage services.

As noted in Item 12, Verde Capital Management will receive additional benefits from Trade-PMR which includes electronic systems that assist in the management of Verde Capital Management client accounts, access to research, the ability to directly debit client fees, software and other technology that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts), pricing information and other market data, assist with back-office functions, recordkeeping and client reporting.

Verde Capital Management may recommend Sedera Health (plans include Sedera Access Plus and Sedera Select Plus), a medical cost sharing program, to some clients as an alternative to traditional health insurance. There is no direct link between Verde Capital Management and the advice it gives to its clients to become a Sedera Health Member, although Verde Capital Management receives economic benefits when individuals, businesses, and/or employers, including Verde Capital Management clients, choose to sign up with Sedera Health under the Verde Capital Management affiliation program. Clients, individuals, businesses, and employers may choose to sign up with Sedera Health directly, and bypass the Verde Capital Management affiliation program. If direct participation with Sedera Health is used instead, Verde Capital Management will not receive an economic benefit due to a client, individual, business, or employer participating with Sedera Health. There is no change in price for either Sedera Access Plus or Sedera Select Plus if an individual, client, business, and/or employer chooses direct participation with Sedera Health over participation in the Verde Capital Management affiliation program. Verde Capital Management Investment and Service Advisors who refer an individual, client, business, or employer to Sedera Health, that then selects to participate with Sedera Health under the affiliation program, also receive an economic benefit.

## **ITEM 15: CUSTODY**

You will receive statements from the broker-dealer or other qualified custodian that holds and maintains your investment assets at least quarterly. We urge you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you, as described in the “REVIEW OF ACCOUNTS” beginning on page 10. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Custody is disclosed in Form ADV because Verde Capital Management has authority to transfer money from client account(s), which constitutes a standing letter of authorization (SLOA). Verde Capital Management also has custody for the purposes of maintaining client login credentials for held-away accounts not custodied through one of Verde’s qualified custodians (e.g. an employer sponsored retirement plan, or a health savings account). Verde also has custody for the purposes of direct fee deduction, and for Verde or a related person is a trustee or POA for a Verde Capital Management client.

## **ITEM 16: INVESTMENT DISCRETION**

We generally receive discretionary authority in writing from clients at the outset of an advisory relationship in the investment management agreement. If you choose to do so, discretionary authority grants us the ability to determine, without obtaining your specific consent, the securities to be bought or sold for your portfolio and the amount of securities to be bought or sold. As described in more detail in “**ADVISORY BUSINESS**” beginning on page 4, you may establish written investment guidelines and restrictions. In all cases, however, such discretion is to be exercised in a manner consistent with your stated investment objectives for the account and by considering the size of your account and your risk tolerance. When selecting securities and determining amounts, we observe any investment policies, limitations and restrictions you provide to us in writing.

Also, you may sign an agreement with your custodian which generally includes a limited power of attorney granting us authority to direct and implement the investment and reinvestment of your assets within the account, but not direct the assets outside of the account.

## **ITEM 17: VOTING CLIENT SECURITIES**

As a matter of firm policy and practice, we will not be responsible for responding to proxies that are solicited with respect to annual or special meetings of shareholders of securities held in your account. Proxy solicitation materials will be forwarded to you by your custodian for response and voting.



## **ITEM 18: FINANCIAL INFORMATION**

As a registered investment adviser, we must provide you with certain financial information or disclosures about our financial condition if we have financial commitments that impair our ability to meet contractual and fiduciary commitments to you. We have not been the subject of a bankruptcy proceeding and do not have any financial commitments that would impair our ability to meet any contractual or fiduciary commitments to you.

Verde Capital Management applied for and received a loan in the principal amount of \$186,900.00 under the Paycheck Protection Program (PPP) authorized pursuant to the Coronavirus Aid, Relief, and Economic Security (CARES) Act. The PPP is a forgivable loan available to businesses who, because of the economic uncertainty relating to the pandemic, desire to retain and continue paying employees and so use the loan to support ongoing operations. Market volatility has and we expect will continue to adversely impact our business. In addition, state-issued “stay at home” and related orders, including work-place protocols for safely conducting business going forward, have and will continue to require significant unanticipated operating expenses to be incurred. Like thousands of small businesses who have been adversely impacted by the pandemic, we took advantage of the CARES Act’s support and obtained a forgivable PPP loan in order to meet these extraordinary operational and financial challenges. We have used the proceeds of the PPP loan to pay for payroll and other expenses specifically permitted under the PPP.

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