

Form CRS Client Relationship Summary
Ironview Capital Management LLC
February 3, 2021

Item 1 – Introduction: Is an investment advisory account right for you?

Ironview Capital Management LLC is registered with the Securities and Exchange Commission as an investment adviser. Please be aware that brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2 – What investment services and advice can you provide me?

We offer investment advisory services to retail investors. Our principal services include portfolio management and pension consulting. As part of our standard portfolio management service we provide continuous and regular supervisory and/or management services with respect to your account(s). Our portfolio management services are offered on a *discretionary* basis. *Discretionary* authorization allows us to determine the specific securities, and the amount of securities, to be purchased or sold for your account without your approval prior to each transaction. We do not limit our advice to proprietary products, or a limited menu of products or types of investments. In general, we require a minimum of \$500,000 to establish a relationship with us. At our discretion, we reserve the right to waive this minimum.

For additional information, please refer to Items 4, 7, & 13 of our Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/brochure/150250>.

Conversation Starters. Ask your financial professional—

- ❖ *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- ❖ *How will you choose investments to recommend to me?*
- ❖ *What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

Item 3 – What fees will I pay?

We are primarily compensated by a percentage of assets under our management. We charge a fee of up to 1.50% of the market value of the assets under management for portfolio management services. Portfolio management fees are primarily payable quarterly, in advance, based on the value of the client's account(s) on the last day of the previous quarter. In some cases, we may bill quarterly in arrears, based on the value of the client's account(s) on the last day of the quarter. We charge an annual fee of up to 1.00% of the market value of plan assets for pension consulting services. Pension consulting fees are generally payable monthly, or quarterly, in arrears, based on the value of plan assets on the last day of the previous pay period. Other fee payment arrangements may be negotiated on a case by case basis. The exact fee payment arrangement will be listed in the agreement that you execute with us. The more assets there are in your advisory account, the more you will pay in fees. Therefore, we have an incentive to encourage you to increase the assets in your account.

For additional information regarding our fees, please see Item 5 of our Form ADV Part 2A [and/or Item 4 of Form ADV Part 2A Appendix 1] at the following link: <https://adviserinfo.sec.gov/firm/brochure/150250>.

Description of Other Fees and Costs: The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by investment companies (e.g., mutual funds, exchange traded funds, unit investment trusts and variable annuities). These fees are described in each fund's prospectus. These fees will generally include a management fee and other fund expenses. You will also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the broker-dealer or custodian that executes the trade. The broker-dealer or custodian may also charge your account for custodial fees, retirement account fees, trust fees, exchange fees, redemption fees that may be assessed on investment company shares, transfer fees, account termination fees or other special service fees and charges. We do not share in any portion of these fees imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, you should review all the fees charged by investment companies, broker-dealers, our firm, and others.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

For additional information about fees charged by third parties, please refer to Item 5 of Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/brochure/150250>.

Conversation Starter. Ask your financial professional—

- ❖ *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means:

All investment advisers face conflicts of interest which are inherent in the business. Our primary source of compensation is through asset based fees. Therefore, we are incentivized to acquire new clients and to increase assets under management. Other conflicts of interest result from other business activities we engage in and relationships we have with business partners and third parties, or affiliations we have established with other financial institutions.

We are the manager of a private fund (e.g., private equity fund) that we may recommend to you. If you invest in this proprietary private fund, we will receive management fees and/or performance based fees from the fund. This creates a conflict of interest because we have an incentive to recommend the fund over other investments. While our firm is accountable to you and the fund as a fiduciary and, consequently, must exercise good faith and integrity in handling both your and the fund's business, you should be aware of the potential for conflicts of interest. Investors in the fund should refer to the offering documents of the fund for detailed disclosures. We will not charge you a separate portfolio management fee on the portion of assets that is committed and uncalled to the affiliated Fund and that pays fees through the fund.

Conversation Starter. Ask your financial professional—

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

Please refer to our Form ADV Part 2A for further information on our conflicts of interest and how we address them at the following link: <https://adviserinfo.sec.gov/firm/brochure/150250>.

How do your financial professionals make money?

Our financial professionals receive salary based compensation, a percentage of advisory billings and/or bonuses based on the amount of client assets they bring to our firm. Therefore, our financial professionals have an incentive to encourage you to increase the assets in your account. Financial professionals who have an ownership interest in the firm will also receive additional compensation in the form of distributions. Some of our financial professionals are insurance agents. This creates a conflict of interest because these persons will receive additional commission-based compensation in connection with the purchase and sale of insurance. You are not required to purchase insurance or securities from our financial professionals.

Item 4 – Do you or your financial professionals have legal or disciplinary history?

No for our firm, yes for a financial professional.

For a free, simple search tool to research us and our financial professionals please visit Investor.gov/CRS.

Conversation Starter. Ask your financial professional—

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

Item 5 – Additional Information

For additional information about our advisory services, please refer to our Form ADV Part 2A brochure available at <https://adviserinfo.sec.gov/firm/brochure/150250>, and the individual Form ADV Part 2B brochure supplement(s) your representative provides. If you have any questions, need up-to-date information and/or need a copy of this Client Relationship Summary, please contact us at 1-215-793-0111.

Conversation Starters. Ask your financial professional—

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

**Appendix A – Form CRS
Material Changes
February 3, 2021**

Material Changes to Form CRS – Client Relationship Summary

The purpose of this appendix is to inform you of any material changes since the previous version of this Form CRS dated May 29, 2020. **On January 14, 2021, we updated the formatting of our Form CRS and rewrote the entirety of disclosures in Items 3, 4 and 5 of the document.**

If you have questions about these changes, please contact us at 1-215-793-0111.