

## Introduction

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Effective Assets, Inc. (“Effective Assets”) is an Investment Adviser registered with the Securities and Exchange Commission (“SEC”). We feel it is important for you to understand how advisory and brokerage services and fees differ to determine which type of account or service is right for you. There are free and simple tools available to research firms and financial professionals at [www.investor.gov/crs](http://www.investor.gov/crs), which also provides educational materials about investment advisers, broker-dealers, and investing.

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

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As an investment adviser, Effective Assets offers investment advisory services to retail investors which includes investment management services and financial planning. If we provide investment supervisory services to you, we first work with you in personal discussions to refine and state your goals and objectives. We document your investment policy in a personal Investment Policy Statement and then create and manage a portfolio based on that policy. We will regularly monitor your investments on an ongoing basis, as part of our standard services. Please refer to Item 4 of our Form ADV Part 2A for further information.

We manage accounts on a discretionary basis, which means we do not need to call you when buying or selling investments in your account, nor when hiring or firing sub-advisers. You will sign an investment management agreement and limited power of attorney giving us this authority. This agreement will remain in place unless or until you or we terminate our relationship. Please refer to Item 16 of our Form ADV Part 2A for further information. We do not limit our advice and services to proprietary products or a limited menu of products or investments. Our minimum client household account size requirement is \$1,000,000.

### *Questions to Ask Us:*

- *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?*

## What fees will I pay?

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Please ask your advisor to give you personalized information on the fees and costs you will pay. We charge an ongoing asset-based fee up to 1.25% annually, paid quarterly, in arrears. The amount of your account assets affects our advisory fee; the more assets you have in your account(s), the more you will pay us. This gives us an incentive to increase those assets to increase our fee. However, if you are on our tiered fee schedule, as your assets increase in your account(s), your fee percentage for each tier of assets decreases. For financial planning, we charge up to \$200.00 per hour or may offer the service on a fixed fee basis. This negotiated financial planning fee applies when we provide general investment advice for your account(s) that we do not manage.

The broker-dealer (“custodian”) that holds your assets can charge you a transaction fee when we buy or sell an investment for you. These transaction fees are in addition to our advisory fee. You could also pay fees charged by the custodian for certain investments and maintaining your account. Some investments, such as mutual funds and exchange traded funds charge additional fees that will reduce the value of your investments over time.

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. Please refer to Item 5 of our Form ADV Part 2A for further information.

### *Question to Ask Us:*

- *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?

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**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.

Effective Assets' revenue is from the advisory fees we collect from our clients' accounts each quarter and financial planning fees. Effective Assets also receives revenue from insurance commissions for policies we may sell as part of the financial planning process. We have an incentive to increase the value of investments we manage which could bias our advice. We might be in favor of keeping money in your managed portfolio rather than recommending that you pay off debt or make investments that we do not manage. Our standard advice, however, will be that mortgages or other debt that carries an interest rate higher than the safe fixed-income investments in your portfolio should be paid down or avoided.

*Question to Ask Us:*

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

## How do your financial professionals make money?

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Our financial professionals are paid a fixed salary. They also receive on a quarterly basis a portion of the advisory fees that Effective Assets collects from the accounts each financial professional oversees.

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

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No, our firm and/or financial professionals do not have legal and/or disciplinary history. Visit [www.investor.gov/crs](http://www.investor.gov/crs) for a free and simple search tool to research our firm and our financial professionals.

*Questions to Ask Us:*

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

## Additional Information

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You can find additional information about our investment advisory services on the SEC's website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #285744. You may also contact our firm at (510) 549-2525 to request a current copy of our Form ADV Part 2 or up-to-date Form ADV Part 3 – this relationship summary.

*Questions to Ask Us:*

- *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?*