

## Introduction

We are Virtue Capital Management, LLC (“VCM”), an investment adviser registered with the Securities and Exchange Commission. Investment advisory and brokerage 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://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. Our firm and financial professionals’ registration information are also publicly available on the [Investor.gov](https://www.investor.gov) website.

## Relationships & Services

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

**A:** We offer model portfolio strategies as well as customized investment advisory and financial planning services to retail investors. We offer advice on a full suite of securities and strategies further described in Item 8 of our Form ADV Part 2A (“**Disclosure Brochure**”), including equities, fixed income, mutual funds, ETFs, options, and similar investments. Our services are generally provided on a discretionary basis, which means that we have the power to buy and sell securities for your account without your prior consent. This authority is usually unlimited and remains in effect until you revoke it. We may provide non-discretionary investment advice, where we make investment recommendations to you and you decide whether to implement the recommendation.

Some securities carry additional costs, such as mutual funds and ETFs. We do not give advice on any proprietary investment products. We usually review portfolios at least annually. However, we do monitor accounts on a continuous basis and conduct ad hoc reviews if you change your objectives or risk tolerance, upon significant market and economic events, or if we change our investment strategy.

We require a minimum account size of \$1,000.

### Q: Given my financial situation, should I choose an investment advisory service? Why or why not?

**A:** Advisory services are usually appropriate when you have a portfolio of securities for which you require ongoing advice. Investors who maintain few securities holdings and are not inclined to make changes to their portfolio are likely best suited for a traditional brokerage account with a FINRA-registered firm.

### Q: How will you choose investments to recommend to me?

**A:** We recommend investments and investment allocations based upon your financial situation, expectation of current and future cash needs, investment objective, time horizon, and risk tolerance.

### Q: What is your relevant experience, including your licenses, education, and other qualifications?

**A:** VCM’s investment adviser representatives have several years’ experience and maintain the Series 65 exam qualification or its state-accepted equivalent in some instances, such as the CFP designation. You can find information on any professional designations of your investment adviser representative in the Form ADV Part 2B (“**Brochure Supplement**”) we or your investment adviser representative provides you at the onset of the advisory relationship.

### Q: What do these qualifications mean?

**A:** These qualifications assure that our professionals have met specific regulatory exam requirements to conduct investment activities (e.g., Series 65). In addition, investment adviser representatives may have professional certifications such as the CFP, ChFC, PFS, CFA, and CIC that require successful passing of the certification exam as well as rigorous continuing education requirements. A list of professional designations can be viewed on the Brochure Supplement provided to you at the onset of the advisory relationship.

## Fees, Costs, Conflicts & Standard of Conduct

### Q: What fees will I pay?

**A:** Our monthly fees are calculated as a percentage of the assets under our management, so our fees will rise and fall with the value of the assets, including cash that we manage for you. As a result, we are economically incented to recommend that you place more assets in your account, because as the value increases, so do our fees. 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.

In addition, we provide services on a wrap as well as non-wrap fee basis. For wrap accounts, transaction costs and advisory fees are included in the total asset-based wrap fee we charge you, which may be higher than in a non-wrap account. A non-wrap may be cheaper if you have a large portfolio with fewer transactions that would normally be subject to transaction charges. Wrap fees may be cheaper if you have a smaller portfolio where there is frequent trading activity. In addition to our fees, you will usually be charged transaction or asset-based fees by your custodian for its services.

Under a transaction fee arrangement, the more transactions effected in your account, the more fees you will generally pay, and high activity in your account does not assure positive portfolio performance. For custodians that charge asset-based fees, such fees may be more than would be the case if you are charged a transaction-based fee. Please be mindful of the effect of your portfolio size, the level of activity, and the rate of custodian asset-based pricing. Generally, large portfolios would be disadvantaged by paying an asset-based custodian fee versus a transaction-based fee. In addition to advisory and transaction fees, there are additional fees such as postage and handling, transfer taxes, SEC fees for sales of securities, and similar fees. These additional fees have an adverse impact on the value of your portfolio over time. Financial planning fees will be charged at an hourly or fixed rate as agreed upon by you and the firm within a financial planning or consulting agreement. You can find more information about our fees and costs under Item 5 of our Disclosure Brochures available at [Investor.gov/CRS](https://www.investor.gov/CRS).

**Q: 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?**

**A:** We charge monthly asset-based fees, so our fees are calculated as a percentage of the value of your portfolio we manage. For example, a \$10,000 investment at a 1.95% annual fee results in an annual deduction of \$195 from your portfolio (meaning only \$9,805 ends up invested). This means that it will take longer for you to realize positive returns than if no fees were charged. In this example, if you generated a 5% return, your net return would be 3.05%.

**Q: 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?**

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

- VCM is affiliated with Summit Capital Solutions, LLC (“Summit”), a registered investment adviser. Summit offers separate account management services directly to end clients, and Summit offers its services to clients of registered investment advisers under a sub-adviser relationship with various platforms. This creates a conflict of interest in that VCM has a financial incentive to promote Summit-advised investments and to recommend Summit.

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

**A:** Conflicts of interest can incentivize us to put our interests ahead of yours. We manage these conflicts through disclosures and employing supervision procedures to ensure our investment adviser representatives are acting in your best interest. If your investment adviser representative has outside business activities, they will be disclosed in their Brochure Supplement. Please see Items 10, 11, and 14 of our Disclosure Brochure as well as your investment adviser representative’s Brochure Supplement for additional information about conflicts of interest.

**Q: How do your financial professionals make money?**

**A:** Our investment adviser representatives are paid a portion of the fees we collect from you. As result, we are incentivized to recommend that you add additional assets to your accounts.

## Disciplinary History

**Q: Do you or your financial professionals have legal or disciplinary history?**

**A:** Yes, certain representatives of VCM have disciplinary records, which can be found by accessing [Investor.gov/CRS](https://www.investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

## Additional Information

**Q: Who is my primary contact person?**

**A:** Your VCM investment adviser representative will be your primary point of contact. However, administrative requests may be handled by an administrative assistant or client service professional.

**Q: Is he or she a representative of an investment adviser or a broker-dealer?**

**A:** Certain of VCM’s investment adviser representatives may be dually registered with LifeMark Securities Corp. All VCM investment professionals are licensed with VCM as investment adviser representatives.

**Q: Who can I talk to if I have concerns about how this person is treating me?**

**A:** In the event you have issues to be addressed, you may contact Mr. Jeffrey Smith, VCM’s Chief Compliance Officer and Chief Legal Officer, at 615-340-0801 or by email to [jsmith@virtuecm.com](mailto:jsmith@virtuecm.com).

You can find additional information about our investment advisory services at [Investor.gov/CRS](https://www.investor.gov/CRS). You may also request a printed copy of this Relationship Summary by contacting us at 615-340-0801 or via email to [jsmith@virtuecm.com](mailto:jsmith@virtuecm.com).