

ThirtyNorth Investments, LLC  
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FORM CRS

ThirtyNorth Investments, LLC is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

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

We offer the following investment advisory services to retail investors: **Portfolio Management Services; Financial Planning Services; and, Selection of Other Advisers.** Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 7, and 8 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/155355>.

**Account Monitoring:** If you open an investment account with our firm, as part of our standard service we will monitor your investments on a continuous basis.

**Investment Authority:** We manage investment accounts on a **discretionary** basis whereby *we will decide* which investments to buy or sell for your account. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing.

**Investment Offerings:** We offer advice on various types of investments or products and we do not limit the types of investments to which we provide advice.

**Account Minimums and Requirements:** In general, we do not require a minimum dollar amount to open and maintain an advisory account. However, we recognize that it is generally more cost effective for clients who have accounts that are of a certain size.

**Key Questions to 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?**

**What fees will I pay?**

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A, Items 5 and 6 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/155355>.

- **Asset Based Fees** - Payable monthly in advance. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets;
- **Fixed Fees** - For Financial Planning Services. Fixed fees are paid in installments throughout the year and are payable as invoiced;
- **Clients pay additional fees and/or expenses.** Examples of common additional fees and costs applicable to our clients are: Fees related to mutual funds and exchange-traded funds; Transaction charges when purchasing or selling certain securities; and other product-level fees associated with your investments.

***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.***

**Key Questions to 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.

- Because our revenue is derived from asset-based fees, we have an incentive to grow your account as much as possible. This could cause us to take overly aggressive positions in conflict with your interests in an attempt to grow your account, or could incentivize us to inflate the valuations of illiquid investments held in your account.
- In addition to being registered as an investment adviser, our Company is also licensed as an insurance agency. Therefore, on occasion we may have one or more financial professionals that are licensed as insurance agents and who would earn commission-based compensation for selling insurance products to you. Those commissions are separate from our advisory fees. This is not a significant part of our business but it does present a conflict of interest since those persons have a financial incentive to recommend insurance products to you. You are under no obligation to purchase insurance products through any person affiliated with our Company.
- A related person of our firm is compensated as a member of the Board of Directors of a publically traded company. Therefore, we do not provide advice as to that specific company.

Refer to our Form ADV Part 2A by clicking this link <https://adviserinfo.sec.gov/firm/brochure/155355> to help you understand what conflicts exist.

***Key Questions to Ask Your Financial Professional***

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

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

The financial professionals servicing your account(s) are compensated by receiving a salary and a discretionary bonus. Additionally, the Company may pay an incentive payment based on the business development and retention effort of the financial professional. The Company has also entered into written arrangements to pay a percentage of the Company's advisory fee as referral fees to individuals or companies ("solicitors") who recommend clients to the Company. This presents a conflict of interest because they have a financial incentive to refer clients to our firm. Also, as noted above, we are a licensed insurance agency and on occasion we may have one or more financial professionals that are licensed as insurance agents. See above for more information.

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

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple research tool.

***Key Questions to Ask Your Financial Professional***

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at 504-528-3685 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/155355>.

***Key Questions to 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?**