

Form CRS – Client Relationship Summary

Introduction

Hooker & Holcombe Investment Advisors, Inc. is registered with the Securities Exchange Commission as a registered Investment Advisor (RIA). Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer to retail investors investment advisory services. In particular we provide both discretionary and nondiscretionary portfolio management services. Discretionary portfolio management is available to any investor with at least \$250,000 for investment and it means you give us the authority to make investment decisions on your behalf, including the types of investments and the allocation between different investments. Nondiscretionary portfolio management is available to any investor with at least \$1,000,000 for investment and it means we need your approval prior to implementing any changes to your portfolio. For both of these services we continually monitor your portfolio and the underlying investments and do a review of fund performance and portfolio allocations at least quarterly. We do not have any proprietary investment products and are able to invest in virtually any fund or ETF that is available on the custodial platform, subject to that fund or ETF's investment restrictions. For additional information on our services please see our **Form ADV Part 2 Item 4** at www.HHConsultants.com.

Conversation Starters: Ask your financial professional:

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of 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?

Our fee for both discretionary and nondiscretionary portfolio management services ranges from 0.25% to 1.00% per annum of the portfolio's value. Fees are assessed quarterly in arrears. This type of fee structure creates a conflict of interest in that we are incented to encourage you to invest more of your money with our firm because the larger your account, the larger our fee. In addition to our fee, the underlying mutual funds and ETF's that we invest your money in have their own fees. Such fees are not charged explicitly to your account, rather they are charged internally within the fund or ETF and effectively reduce the overall return of the investment. Also, the broker-dealer (custodian) that holds your account may charge transaction fees for buying or selling of certain 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. For additional information on our fees please see our **Form ADV Part 2 Item 5** at www.HHConsultants.com.

Conversation Starters: 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?
- How do you determine what fee I will be charged?

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

When we act as your investment advisor, 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:

- If, in addition to an IRA rollover account that you have invested with us, you had a taxable account at a brokerage firm, and we then encouraged you to invest that money with us, we would make more money by managing this additional account for you.
- If you were ready to retire and had an option to take a lump sum payment from your company's pension plan, and we then encouraged you to take that lump sum and invest that money with us, we would make more money by managing this additional money for you.

Conversation Starters: Ask your financial professional:

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

For additional information on our services and possible conflicts of interest please see our **Form ADV Part 2 Item 11** at www.HHConsultants.com.

How do your financial professionals make money?

All of our financial professionals are salaried employees and none of them earn any commissions or other types of compensation for recommending or placing any financial products into client accounts.

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

No, our firm and /or financial professionals do not have any legal or disciplinary history.

Conversation Starters: 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 our firm's investment advisory services on the **SEC's website** at www.adviserinfo.sec.gov by searching CRD #125791. If you would like additional, up-to-date information or a copy of this disclosure, please call 860-856-2125 and request a copy of Form CRS.

Conversation Starters: Ask your financial professional:

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