

Form ADV Part 3 – Client Relationship Summary

June 23, 2020

Item 1 – Introduction

Charter Capital Management, Inc. is an independent investment advisor registered with the Securities and Exchange Commission offering investment advisory and financial planning services. Please visit www.investor.gov/CRS to access free and simple tools to research firms and financial professionals, as well as educational materials about investment advisors, broker-dealers, and investing.

Item 2 – Relationships and Services

What investment services and advice can you provide me?

Our firm provides investment and wealth management services to retail investors. Because we are an investment advisor, not a broker, we have a fiduciary duty to act in your best interest in all aspects of our advisory relationship with you.

Our investment management services principally include developing customized investment portfolios for clients, and providing ongoing monitoring and management of portfolios using our discretionary trading authority. We also offer financial planning as part of our wealth management services. Financial planning involves advising clients as to how best to achieve their financial goals, and may include retirement income planning, tax planning and strategies, social security analysis, charitable giving strategies, estate planning, and employee benefit analysis. Account minimums vary based on client circumstances and the scope of services provided.

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?

Item 3 – Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Our annual advisory fee is calculated based on a percentage of the total value of assets we are managing for a client. In other words, our fee increases as the amount of money we manage for you increases. If your assets were to decrease in value, our fee would likewise decrease. The percentage we use to calculate our fee is reduced at various breakpoints reflected in our fee schedules. We offer separate fee schedules based on whether we are providing “Wealth Management Services” or “Investment Management Services.” The specific manner in which we charge our fees is set forth in the written investment advisory agreement executed by each client. We generally bill our fees in advance on a quarterly or semi-annual basis. A detailed breakdown of our fees is set forth in our [Form ADV Part 2A Brochure](#) under Item 5.

In addition to our fee, you may incur charges imposed by custodians, brokers, third party investment and other third parties. Mutual funds and exchange-traded funds also charge internal management fees, which are exclusive of, and in addition to, our advisory fee. Our compensation is not affected by these additional fees or by any of the investments we utilize. 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.

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 advisor? 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 interests 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.

As part of our investment advisory services, we may recommend that you transfer accounts to be managed by our firm. This practice presents a conflict of interest because our firm has an incentive to recommend management of assets for the purpose of generating fee-based compensation. Once we are managing your accounts, our interests align with yours in that we both benefit from growing your assets.

Our firm offers accounting and tax preparation services which are billed separately from our investment advisory services. While our investment advisory clients are in no way obligated to utilize our accounting services, our firm receives a financial benefit when providing these services for an additional fee. More details can be found in our [Form ADV Part 2A Brochure](#) under Item 10.

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?

Our financial professionals receive a fixed annual salary. They do not receive commissions or any other incentive for selling particular investment products. As an independent fiduciary, our firm has no commitment to any one company, mutual fund group, or investment product. Our advisors may receive discretionary salary increases and/or bonuses based in part on the amount of asset-based advisory fees our firm generates. As such, our advisors have a financial incentive to increase the amount of assets under our management.

Item 4 – Disciplinary History

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

No, we do not have any legal or disciplinary histories to disclose. Please visit www.investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Questions to 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 investment advisory services, please visit our website at www.chartercapital.net. Our full Form ADV Part 2A Brochure and this Form CRS are available at <https://adviserinfo.sec.gov/firm/summary/35919>. You can also contact us at 414-257-3700 to request a copy of this Client Relationship Summary along with up-to-date information.

Questions to 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?