

CLIENT RELATIONSHIP SUMMARY

2024-03-31

Introduction

HOYLECOHEN, LLC is registered with the Securities and Exchange Commission as an investment adviser. Fees for brokerage and investment advisory services differ among broker-dealers and investment advisers and it is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

We offer wealth management services to retail investors, which include financial planning and portfolio management services. These services involve ongoing advice and reviews of your unique financial situation including your investment goals and objectives, tax planning, risk management, retirement, education, cash flow, estate and insurance planning. Through our portfolio management services, we will continuously monitor the accounts we manage for you and provide advice on the investments in those accounts. When you engage us for wealth management services, you sign an investment advisory agreement that gives us discretionary authority to determine the investments to buy and sell in your account, and the authority to select other investment advisers on your behalf. You may impose reasonable restrictions on our discretionary authority. Any restrictions must be provided to us in writing and accepted by you and us. We do not offer proprietary products, nor is our investment advice limited to a specific menu of products or types of investments. We may require a minimum initial and ongoing account size for portfolio management services.

You are encouraged to ask us questions, including the following, to help you better understand our services: *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?*

Please refer to our [Form ADV, Part 2A Brochure](#) for more detailed information about our services.

What fees will I pay?

We charge a percentage of assets under management for portfolio management services. These fees are assessed on a quarterly basis, in advance. As such, the more assets there are in your account, the more you will pay in fees. This may create an incentive for us to encourage you to increase the assets in your account. On some accounts, we may instead charge a fixed fee for services. Those fees are billed on a quarterly basis in advance as well.

In addition to our management fees, you may incur additional fees and costs related to the investments in your account, including: custodian fees, account maintenance fees, transaction costs, surrender charges, wire transfer and electronic fund fees, internal management fees of mutual funds and variable annuities, and other product-related fees, such as redemption 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.

Please refer to our [Form ADV, Part 2A Brochure](#) for more detailed information about our fees and your investment costs.

You are encouraged to ask us questions including the following to help you better understand the impact of fees and costs on investments: *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 must 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 is an example to help you understand what this means.

- We may receive the benefit of technology, research, marketing and compliance related expenses in exchange for maintaining a certain amount of client assets at a particular custodian. This is a conflict of interest because we have an incentive to recommend that you maintain your account(s) with a particular custodian based on our interest in receiving these services that benefit our business, rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions.

Keep in mind that we are fiduciaries to you. That means we are required to act in your best interest - and put your interests ahead of our own - throughout our entire advisory relationship.

Please refer to our [Form ADV, Part 2A Brochure](#) for more detailed information about our conflicts of interest.

You are encouraged to ask us questions including the following to help you better understand our conflicts of interest: *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 salary and a discretionary bonus based on their individual performance and the success of the firm. This can create a conflict of interest because our financial professionals may have an incentive to encourage a retail investor to increase the assets in the accounts that we manage for them. In addition, some of our financial professionals may receive additional compensation when they obtain new clients for us, and/or a portion of the revenue the firm and/or our affiliates generate from the professional's services or recommendations. This is a conflict of interest because it creates an incentive for our financial professionals to recommend our investment advisory services to you or recommend certain products or services offered by our affiliates. We and our affiliates refer clients to third-party service providers and are eligible to receive additional compensation for those referrals.

Our management company (see Item 4 of our ADV Part 2A Brochure for further information on the management company) is eligible to receive payments from our parent company, Focus Financial Partners, LLC based on our level of earnings. The management company can allocate these payments, if received, to any or all of its members, in its discretion. This potential increased compensation provides an incentive for these individuals to encourage you to maintain and even increase the size of your investment account with us.

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

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

You are encouraged to ask us questions including the following to help you better understand our disciplinary history: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Additional Information

You can find additional information about our services in our [Form ADV, Part 2A Brochure](#). To request updated information and a copy of our Form CRS Relationship Summary, please contact us at: info@hoylecohen.com or call (858) 576-7300.



You are encouraged to ask us questions including the following to help you better understand who to contact with any questions or complaints: *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?*