

Client Relationship Summary

November 1, 2024

Introduction

Forté Asset Management, LLC ("We," "us," "our," and "Forté") is registered with the Securities and Exchange Commission as an investment advisor. Investment advisors and brokerage firms charge fees differently for the services they provide, and it is important that you understand the 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 advisors and investing.

What investment services and advice can you provide me?

We are a registered investment adviser that offers fee-based investment advisory services to individuals, trusts, estates, charitable organizations, corporations, and other types of business entities. Our firm utilizes an institutional approach in its investment management by focusing on the risk of the entire portfolio by considering how each investment contributes to the overall risk of the portfolio. If you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, goals, and risk tolerances. Based on what we learn, we'll recommend a portfolio of investments that is monitored at least semi-annually, and if necessary, rebalanced to meet your changing needs, stated goals and objectives. We'll offer you advice on a regular basis and contact you at least annually to discuss your portfolio. You can select in our agreement whether we are allowed to buy and sell investments in your account without asking you in advance ("discretion") or only after receiving your permission ("non-discretion"). If you select non-discretion, you make the ultimate decision regarding the purchase or sale of investments. Any limitations will be described in the signed advisory agreement. We will have discretion until the advisory agreement is terminated by you or our firm. We do not restrict our advice to limited types of products or investments. Our firm does not impose requirements for opening and maintaining accounts or otherwise engaging us.

Additional information about our advisory services is in Item 4 of our Firm Brochure, which is available online at www.adviserinfo.sec.gov/firm/brochure/132969.

We encourage you to ask us questions to help you better understand our services, such as: 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 licenses, education and other qualifications? What do these qualifications mean?

What fees will I pay?

You will be charged an ongoing quarterly fee based on the value of the assets in your account. Our fee schedule ranges from 0.25% to 0.90% depending (tiered) on the value of all assets under management. The more assets you have in your advisory account, the more you will pay us. We therefore have an incentive to increase the assets in your advisory account in order to increase our fees. However, since our fees are based on a sliding scale, the more assets you have with us, the lower your blended advisory fee will be. Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account. Our firm's fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account.

As a fiduciary investment advisor, our firm never has custody of your money or investments. Your money and investments are held by independent custodial firms. None of the custodial firms used by our firm charge a separate fee for holding your money or investments. The custodian that holds your assets may charge you a transaction fee when we buy or sell an investment for you. Many of the assets we purchase for you do not come with a fee, in other cases, the fees tend to be nominal. The custodian's transaction fees are in addition to our firm's fees for our Asset Management service. You may also pay charges imposed by the custodian holding your accounts for certain investments and

maintaining your account. Some investments, such as mutual funds, index funds, exchange traded funds, and variable annuities, charge additional fees that will reduce the value of your investments over time.

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.

We encourage you to ask us questions including the following: Help me understand how these fees and costs might affect my investments? If I give you \$1.5 million 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 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 is an example to help you understand what this means:

We receive soft dollars from custodians in the form of research tools and other services provided at no charge to us. This is a conflict of interest because it can cause us to favor a relationship with those companies.

Potential Conflict: The more assets there are in your advisory account, the more you will pay in fees, and the firm may therefore have an incentive to encourage you to increase the assets in your account.

We encourage you 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 are compensated through a combination of salary and bonus. Salary is tied to the amount of client assets that the professional manages, and the time and complexity required to meet a client's needs. Bonuses are discretionary and reflect the overall success of the firm and the individual. Our financial professionals receive no product sales commissions or other forms of payment.

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

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

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

Additional Information

Additional information about our advisory services is in our Form ADV Brochure and on the SEC's website at www.adviserinfo.sec.gov by searching CRD #132969. If you have any questions or comments about this information or would like a hard copy of our Client Relationship Summary, please contact us at (917) 868-9104.

You are encouraged to ask us questions including the following: 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?