

Mercadien Asset Management, LLC – Form CRS

Mercadien Asset Management, LLC (“we”, “our” or “us”) is registered with the U.S. Securities and Exchange Commission (“SEC”) as an investment adviser. As described in its Form CRS, our affiliate, Mercadien Securities is registered with the SEC as a broker-dealer and is a member of FINRA and SIPC. If you are a retail investor, our default recommendation is that you open a managed account. Our services and compensation structure differs from that of a registered broker-dealer. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS. The site also provides educational materials about broker-dealers, investment advisers and investing. Information in text boxes below are intended to be conversation starters for you to have with us and are required by the instructions to Form CRS.

What investment services and advice can you provide me?

We provide discretionary management services to retail investors, which generally includes individuals and their trusts and estates. We start by determining a client’s investment objectives and create a portfolio that is designed to balance risk and return. Each portfolio under our discretion is monitored on a periodic basis. We make changes as we determine necessary.

We typically manage portfolios on a discretionary basis, which means we have the authority to buy and sell investments in your account without speaking to you prior to doing so. You can place reasonable restrictions on the securities that we buy by notifying us, in writing.

We do not limit the scope of the universe of securities that we use in managing client accounts, and generally use equity securities, fixed income securities, mutual funds and exchange traded funds (ETFs).

We generally require that clients pay us a minimum annual management fee of \$2,500 and maintain a \$250,000 account minimum for management services, which we may reduce or waive in our sole discretion.

We also provide financial planning services to retail investors on a stand-alone basis.

For more detailed information about our Advisory Business and the Types of Clients we generally service, please See Items 4 and 7, respectively in our [Form ADV Part 2A](#).

<i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i>
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<i>How will you choose investments to recommend to me?</i>
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<i>What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?</i>
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What fees will I pay?

Our investment management fee is a “wrap fee”, which means that you pay us a single fee for trade execution, custody, reporting, and investment management, with the exception of certain non-transactional fees charged by RBC. It is negotiable and is based on a percentage of your assets under our management, generally at an annual rate between 0.25% and 2.00%.

We deduct our fee from one or more of your investment accounts on a quarterly basis, in advance. Because our fee is based on the amount of your assets under our management, the more assets you entrust us to manage, the more you will pay us for our services. Therefore, we have an incentive to encourage you to grow your assets and increase the amount of assets that you entrust to us.

Your account will be held with a qualified custodian. Your assets may be invested in mutual funds and exchange-traded funds. You will bear your pro rata share of the investment management fees and other fees of the funds, which are in addition to the fees you pay us. These fees and expenses are described in each fund’s prospectus and potentially include a management fee and other fund expenses. 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.

<i>Help me understand how these fees and costs might affect my investments. If I give you \$250,000 to invest, how much will go to fees and costs, and how much will be invested for me?</i>
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For more detailed information about our fees and costs related to our management of your account, please See Item 5 in our [Form ADV Part 2A](#).

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:

* We recommend that you open your account through an introducing relationship with Mercadien Securities where RBC Correspondent Services acts as clearing broker-dealer. This creates a conflict of interest, because Mercadien Securities stands to earn additional compensation that it would not otherwise earn if you held your account at an unaffiliated custodian.

* We and our owners and employees have affiliations with (i) Mercadien Insurance Services, LLC, a licensed insurance agency, (ii) Mercadien Securities an SEC registered broker-dealer and member of FINRA, (iii) Mercadien, P.C. CPA. These relationships present a conflict of interest, because our affiliates and their employees stand to receive additional compensation if you purchase a product or service from them. You are free to use the services of any non-affiliated entity or person. When our employees recommend that you purchase a securities or insurance product from any of our affiliates, they do not act as a “fiduciary” under the federal securities or retirement laws nor as a registered investment adviser. You should review Mercadien Securities’ Form CRS, your customer agreement, and other disclosures to fully understand that arrangement.

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

For more detailed information about our conflicts of interest, please review Item 4, 10, 11 and 12 of our [Form ADV Part 2A](#).

How do your financial professionals make money?

Our financial professionals are generally compensated on a salary basis and may receive discretionary bonuses. In the event an employee earns a bonus, they are based on various factors. In addition, certain of our financial professionals are equity owners of the firm, in which case they stand to receive a share of the profits of the firm. You should discuss your financial professional’s compensation directly with your financial professional.

Do you or your financial professionals have legal or disciplinary history? No

We encourage you to visit www.Investor.gov/CRS to research our firm and our financial professionals.

As a financial professional, do you have any disciplinary history? If so, for what type of conduct?

Additional information about our firm is available on the SEC’s website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer at any time to request a current copy of your Form ADV Part 2A or our *relationship summary*. Our Chief Compliance Officer may be reached by phone at (609) 689–2318.

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

Mercadien Securities – Form CRS

Mercadien Securities (“we”, “our”, or “us”) is registered with the U.S. Securities and Exchange Commission (“SEC”) as a broker-dealer and is a member of FINRA and SIPC. As described in its Form CRS, our affiliate, Mercadien Asset Management, LLC is registered with the SEC as an investment adviser. If you are a retail investor, our default recommendation is that you open an account managed by Mercadien Asset Management, LLC. Brokerage and investment advisory services and fees differ and it is important for the retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS. The site also provides educational materials about broker-dealers, investment advisers and investing. Information in text boxes below are intended to be conversation starters for you to have with us and are required by the instructions to Form CRS.

What investment services and advice can you provide me?

Our services to retail investors are generally limited to (i) serving as an introducing broker-dealer on accounts managed by our affiliate, Mercadien Asset Management, LLC, and (ii) as an accommodation to clients of Mercadien Asset Management, LLC or persons associated with those clients, we may assist with buying or selling securities on a commission-basis. We do not monitor retail investors’ investments, although Mercadien Asset Management, LLC may agree to monitor a security held in your account. While we may make recommendations to purchase or sell securities to retail investors, the ultimate decision regarding the purchase or sale of investments is the customers. We do not have any limitations on the products or types of products that we make available or offer advice on. We also do not have any minimum account requirements for retail investors to open or maintain an account or establish a relationship.

<i>Given my financial situation, should I choose a brokerage service? Why or why not?</i>

<i>How will you choose investments to recommend to me?</i>
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<i>What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?</i>
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What fees will I pay?

We do not charge any fees for serving as an introducing broker-dealer on accounts managed by our affiliate, Mercadien Asset Management, LLC. For accounts that are not managed by Mercadien Asset Management, LLC, we charge transaction-based fees when you buy or sell a security. For retail investors, our transaction-based fee is \$25 per transaction plus postage and handling. We may agree to reduce or waive our fee. A retail investor will be charged more when there are more trades in their account, and we have an incentive to encourage a retail investor to trade often. Customers are also subject to certain custody and service fees such as wire transfer fees, ACAT Exit Fees, safekeeping fees, and IRA and other retirement account maintenance and liquidation 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.

<i>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?</i>

What are your legal obligations to me when providing recommendations? How else does your firm make money and what conflicts of interest do you have?

When we provide you with a recommendation, 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 recommendations we provide you. Here are some examples to help you understand what this means:

* We have an incentive to recommend securities that generate transaction fees for us. We mitigate this conflict of interest by generally recommending that customers and clients open managed accounts with Mercadien Asset Management, LLC and offering our brokerage services as an accommodation to retail investors. In addition, no customer is under any obligation to purchase any security recommended by us.

* We receive support services from RBC Correspondent Services who acts as our clearing broker-dealer. This presents a conflict of interest, because our receipt of their support make us more inclined to continue using their services.

* Our affiliate, Mercadien Asset Management, LLC, is a registered investment adviser. We have an incentive to recommend that you open an advisory relationship with them, in which case, we would stand to receive ongoing asset-based fees. This presents a conflict of interest, because we stand to financially benefit from this recommendation.

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 generally compensated on a salary basis and may receive discretionary bonuses. In the event an employee earns a bonus, they are based on various factors. In addition, certain of our financial professionals are equity owners of the firm, in which case they stand to receive a share of the profits of the firm. You should discuss your financial professional's compensation directly with your financial professional.

Do you or your financial professionals have legal or disciplinary history? No

We encourage you to visit www.Investor.gov/CRS to research our firm and our financial professionals.

As a financial professional, do you have any disciplinary history? If so, for what type of conduct?

Additional information about our firm is available at <https://www.mercadienassetmanagement.com/>. You may contact our Chief Compliance Officer at any time to request a current copy of our *relationship summary*. Our Chief Compliance Officer may be reached by phone at (609) 689-2318.

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