



# Client Relationship Summary (CRS)

## I. Introduction

Johnson Sterling, Inc. (hereinafter “JS”) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Registration, however, does not imply any special skills or training. 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 [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

## II. What Investment Services and Advice Can You Provide Me?

JS is an independent, fee-based adviser, offering both discretionary and non-discretionary investment advisory and management services. JS offers investment advice in three different service categories:

- 1. Discretionary Portfolio Advice:** JS is authorized to exercise its discretion in the management of the client’s investment portfolio, and to act on behalf of the client for any action in the account, in accordance with the portfolio’s investment strategy and the client’s financial profile and objectives;
- 2. Non-discretionary Advisory Service:** JS only provides the client periodic, point-in-time investment advice. JS is not authorized to act at its discretion on behalf of the client and JS is not responsible for taking any action in the portfolio on behalf of the client. The retail investor makes the ultimate decision regarding the purchase and/or sale of investments;
- 3. Investment Consultation Service:** This is a nondiscretionary, single-point-in-time service which assists clients seeking specific information on a one-time basis.

JS’s **Discretionary Advice** investment process follows five basic steps, designed to build a diversified portfolio to meet our clients’ long-term goals. These steps are to: Accurately assess the client’s financial profile and help develop appropriate objectives; Develop a financial/investment strategy tailored to the client’s needs; Implement the strategy; Monitor the strategy with regular reviews; Provide ongoing personal attention to the client and the client’s financial objectives.

For additional information, please visit the SEC’s Investment Adviser Public Disclosure website: <https://adviserinfo.sec.gov/firm/summary/106379>. JS will also provide you a copy of this information at your request.

**Start a Conversation with Johnson Sterling using these questions:**

- *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?*





### III. What fees will I pay?

Fee rates and types vary based on the service category selected and the specific scope of duties required by each client engagement. Types of fees charged to any given client may include any one or a combination of the following: level retainer fees, flat fees for specific projects, hourly fees, and/or asset-based fees. Asset-based fees are charged in advance, and hourly and flat fees are charged in arrears. Asset-based fees are charged at an agreed percentage of total invested assets; therefore, the more assets there are in your account, the more you will pay in fees.

Thus JS could have an incentive to encourage you to increase the investable assets in your account. JS does not accept brokerage commissions. Services rendered on a retainer or flat-fee basis will be charged according to price schedules shared and agreed upfront with you.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the amount of money you make on your investments over time. Please make sure you understand the fees you are paying.

Please see Item 5 in our Form ADV Part 2A for more information about the firm's fees and any conflicts arising out of such fees.

**Start a conversation with JS using these questions:**

- *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 JS acts as your investment adviser, we are acting as a fiduciary, meaning we always act in your best interest and do not put our interests ahead of yours. Because of our asset-based and flat rate fees, we have only one potential conflict of interest, which is that the more assets you have in your account, the more you will pay in asset-based fees; thus, JS could have an incentive to encourage you to increase the assets in your account.

**How do your financial professionals make money?** The financial professionals at JS are compensated by salary. At management discretion, they may also receive an annual bonus, based on meeting corporate goals for effective teamwork, alignment to JS culture and core values, and contribution to overall business performance. Salaries and bonuses are not based on any client-specific factors; nor are they based directly on investment performance.

**Start a conversation with JS using these questions:**

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





## IV. Do you or your financial professionals have legal or disciplinary history?

JS and its financial professionals do not have any disciplinary history. You can learn more at <https://www.investor.gov/CRS>, a free and simple search tool to research our JS financial professionals.

**Start a conversation with JS using these questions:**

- *As a financial professional, do you have any disciplinary history? For what type of conduct?*

## V. Additional information

For more information, visit [johnsonsterling.com](http://johnsonsterling.com) to learn more about JS's advisory services. Investors may also find our full ADV reporting to the SEC online or we will provide it at your request. Retail investors may call our office at 205-871-9940 for a copy of this client relationship summary.

**Start a conversation with JS using these questions:**

- *Who is my primary contact person?*
- *Who can I talk to if I have concerns about how this person is treating me?*

