



## CLIENT RELATIONSHIP SUMMARY

March 1, 2023

Fairlead Strategies is registered with the Securities and Exchange Commission as an Investment Adviser. Brokerage and investment advisory services and fees differ and that it is important for the retail investor to understand the differences. Fairlead Strategies provides research and advisory services to retail clients but does not provide portfolio management services to those clients. 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.

### What investment services and advice can you provide me?

Fairlead provides technical strategy research of the global financial markets to individual (retail) and institutional investors subscription clients as well as acting as a subadvisor managing Exchange Traded Funds (ETFs). In general, we employ a disciplined and systematic approach to technical analysis focused on the identification of important trends and support, and resistance levels for securities and the markets. We utilize tools to facilitate tactical market timing and positioning to complement fundamental research. Our advice focuses primarily on United States equities with a secondary focus on global equities, commodities, currencies, and Treasury yields. Some of our research consulting services are market timing sensitive, which means our research can include recommendations for long/short strategies for specific stocks and ETFs that can be considered actionable by the client on the specific day the research is disseminated. [ADV Item 4.](#)

We do not provide portfolio management services to our subscription clients but do for our sub advisory ETF clients.

#### Conversation starters - 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?

### What fees will I pay?

Our research and investment advisory services newsletters are provided by subscription. We offer a Basic Plan, Access Plan, a Premium Plan as well as newsletters on an A La Carte basis. The more services that we provide the higher the cost to you. Our services range in price from \$200 per year to \$25,000 per year depending on the subscription. The subscription fees for the Premium Plan is negotiable on a case-by-case and are dependent upon the level and scope of services. Additional information can be found in our [ADV Item 5.](#)

For the ETF that we manage we receive a portion of the management fees that are charged to the clients who purchase the ETF.

#### Conversation starters - 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 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 are some examples to help you understand what this means.

Fairlead Strategies is paid through the subscription agreement as well as for educational seminars. The costs are provided to clients prior to subscribing. Additional information on our fees can be found in our [ADV Part 2A](#). For our sub-advisory (EFT) clients, we receive a portion of the management fees that are charged to those clients. We also receive payment for trades that subscription clients direct to broker dealers.

Fairlead as an entity or a sub advisory or persons associated with our firm can buy or sell the same securities that we recommend to you or securities in which you are already invested. A conflict of interest exists in such cases because we have the ability to trade ahead of you and potentially receive more favorable prices than you will receive. To mitigate this conflict of interest, it is our policy that neither our firm nor persons associated with our firm shall have priority over your account in the purchase or sale of securities. All clients receive our newsletters with the same information at the same time to ensure that all clients are treated equitably.

**Conversation starters - 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?**

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

The owners of the firm do not receive a salary or commissions. They only make money if the firm is profitable. They are required to file a Form K-1 with the IRS stating their share of the profits. Employees are paid a salary.

Neither the firm nor any of its associated persons have any disciplinary history. Additional information on our advisors can be found at [Investor.gov/CRS](https://investor.gov/CRS).

**Conversation starters - 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 who can I talk to?**

Additional information on the firm can be found at <https://www.fairleadstrategies.com/> and [www.adviserinfo.sec.gov/](https://www.adviserinfo.sec.gov/).

If you need additional information, please contact us at: [ttownshend@fairleadstrategies.com](mailto:ttownshend@fairleadstrategies.com) or call us at 203.872.6502.

Information on the team can be found at: <https://www.fairleadstrategies.com/>

**Conversation starters- Ask your financial professional:**

**As a Financial professional do you have any disciplinary history?**

**For what type of conduct?**