



Alpha Investment Consulting Group, LLC is an investment adviser registered with the Securities and Exchange Commission. Broker-dealers and investment advisers provide different services under distinct fee structures and it is important for you to understand the differences between them. Please visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for free, simple tools to research firms and for educational materials about broker-dealers, investment advisers, and investing.

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

The principal investment advisory services we offer to retail clients are investment management services, and financial planning and consulting services designed to meet your unique needs or challenges. Our investment advisory services are tailored to meet your needs and generally begin with a meeting between you and a representative of ours to discuss your investment goals, risk tolerance, and liquidity needs. Based on this meeting, together we will develop a plan to help you achieve your goals in a manner that suits you.

**Monitoring:** Except for financial planning services, all of our investment advisory services include continual monitoring of client accounts by your investment adviser representative.

**Investment Authority:** We offer both discretionary and non-discretionary options for our investment management services. When you grant us discretion, we are able to buy and sell investments in your account without asking you in advance. When we provide non-discretionary services, which include financial planning and consulting, we provide you advice about your investments, but you make the ultimate decision over what investments to buy or sell and when.

**Limitations on Investment Offerings.** Certain investment programs we offer have a limited menu of investment options available while others impose no such restrictions.

Our standard minimum account size is \$20,000,000 but smaller accounts will be accepted based on a number of factors.

### Conversation Starters

- 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?*

Additional information about the services we offer can be found under Item 4 and Item 7 of our [Form ADV Part 2A Brochure](#). Our ADV Brochure is always freely available online by searching our firm's CRD number (139721) under the "Firm" tab at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## What fees will I pay?

**Principal Fees and Costs.** Our fee for asset management services is either a flat fee or a percentage of the value of your investment account for which we provide ongoing investment advisory services. Our fee incorporates the active management and monitoring of your account (and applies even if there were no transactions in your account during a billing period) and are billed quarterly in arrears, meaning we bill you at the end of the quarter, after we have already provided services.

Our fees are generally negotiable and can vary based on factors such as the expected complexity of strategies to be pursued in your account, the type of account to be managed, and the types of securities available to recommend or purchase in your account. If you pay an asset-based fee, we have an incentive to recommend that you place additional assets under our management to increase our revenues.

**Other Fees and Costs.** In addition to the fee you pay us for the services we provide, you are responsible for other fees and costs incurred in connection with the management of your account or when implementing transactions recommended by us. These costs, such as, for example, transaction execution costs and account maintenance fees (custody, trade confirmations, etc.), are charged by third parties unaffiliated with us. Certain investment products, such as mutual funds and exchange-traded funds, also charge ongoing fees to cover their internal operating costs (including portfolio management fees, legal and accounting services, and marketing 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.

#### Conversation Starter

- 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?*

Additional information about our fees and other costs of investing can be found under Item 5 of our [Form ADV Part 2A Brochure](#).

## 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.

For example, we have an incentive to recommend that you place additional assets under our management when you pay us asset-based fees as doing so would increase our revenue.

#### Conversation Starter

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

For additional information about conflicts of interest between you and us, please review our [Form ADV Part 2A Brochure](#) generally, and particularly Items 8, 10, 11, 12, 14, 15, and 18.

## How do your financial professionals make money?

Your financial professional receives a portion of the fees you pay us for our investment advisory services. If you pay asset-based fees, our financial professionals have an incentive to recommend that you increase the amount of assets you have under our management because it will increase their compensation. Additional conflicts may exist and you are encouraged to discuss them, as well as any other potential conflicts, with your representative.

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

No. A free and simple search tool is available to help research financial professionals, including us, at [www.investor.gov/CRS](http://www.investor.gov/CRS).

#### Conversation Starters

- 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?*

For additional information on our advisory services, please refer to our [Form ADV Part 2A Brochure](#), as well as the Part 2B individual supplement provided by your representative. If you have any questions or would like a current version of this Client Relationship Summary, please contact us at 414-319-4100.