



June 16, 2020

## Form CRS

### Introduction

**Belleair Asset Management, LLC** is registered with the Securities and Exchange Commission as an investment advisor. Fees for brokerage and investment advisory services differ among broker-dealers and investment advisors and it is important you understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://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 offer wealth management services to retail investors, which include financial planning and portfolio management services. We provide periodic advice and reviews regarding your investment goals and objectives, personal balance sheet, tax planning, risk management, retirement, education, cash flow and investment planning. In your investment advisory agreement with us, you may give us discretion to determine the investments to buy and sell on your behalf and the authority to retain third-party investment advisers on your behalf, which means we will make the ultimate decision regarding the investments purchased and sold in your account. If you do not provide us with discretion, then we will make recommendations which you will have the final decision regarding implementation. You may impose reasonable restrictions on our discretionary authority which must be provided to us in writing. As part of portfolio management services, we will continuously monitor your investments. Our investment advice is not limited to certain products or types of investments; however, we generally recommend portfolios consisting of mutual funds offered by Dimensional Fund Advisors (DFA).

We also provide advice in the form of Financial Planning. Clients purchasing this service may receive various written financial reports, providing the client with detailed financial information designed to achieve their stated financial goals and objectives.

We will discuss the following questions with you to help you better understand the relationship you will have with our firm: *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?*

Please refer to our [Form ADV, Part 2A Brochure](#), which is located at <https://adviserinfo.sec.gov/firm/summary/290882> for more detailed information on our services.

### What fees will I pay?

We charge fees for our advisory services and those fees vary among the different types of services we offer. We charge a percentage of assets under management for portfolio management services. These fees are assessed on a quarterly basis, in advance. We currently have a minimum annual fee of \$5,000, which may be negotiable under certain circumstances. You should be aware that the more assets there are in your account, the more you will pay in fees. This means we have an incentive to encourage you to increase the assets in your account. We also may provide financial planning services for a fixed fee/retainer in accordance with a written agreement signed in advance of services provided.

In addition to our fees, you may incur additional fees and costs related to the investments in your account, such as custodian fees, account maintenance fees, transaction costs, surrender charges, wire transfer and electronic fund fees, internal management fees of mutual funds and variable annuities, and other product related fees such as redemption fees.



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**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.**

**You should carefully review our [Form ADV, Part 2A Brochure](#), which is located at <https://adviserinfo.sec.gov/firm/summary/290882> to understand the fees and costs you will pay to us.**

We will discuss the following question with you to help you better understand the impact of fees and costs on investments: *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 we act as your investment advisor, 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 mutual funds whose investment companies provide us with educational information and software that provides information helpful in our investment advice process. This is a conflict because we have an incentive to recommend mutual funds that provide us with these tools. Additionally, an owner of Belleair is also the sole owner of the accounting firm, Belleair Tax Consultants, LLC, which may recommend Belleair to accounting clients in need of advisory services. Belleair may also recommend Belleair Tax Consultants, LLC to advisory clients in need of accounting services.

We will discuss the following question with you to help you better understand the conflicts of interest we have: *How might your conflicts of interest affect me, and how will you address them?*

**How do your financial professionals make money?**

Our financial professionals receive a salary and discretionary bonus on performance and the success of the firm.

**You should carefully review our [Form ADV, Part 2A Brochure](#), which is located at <https://adviserinfo.sec.gov/firm/summary/290882> for more detailed information about our conflicts of interest.**

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

No, please visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm and your financial professional.

We will discuss the following questions with you to help you better understand our disciplinary history: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

**Additional Information**

**You can find additional information about our advisory services in our [Form ADV, Part 2A Brochure](#), which is located at <https://adviserinfo.sec.gov/firm/summary/290882> and may request an up-to-date information and a copy of our Relationship Summary by contacting us at (727) 586-3541.**

We will discuss the following questions with you so that you better understand who to contact with any questions or complaints: *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?*