

<p>Item 1: Introduction</p>	<p>Institutional and Family Asset Management, LLC is registered with the United States Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences between them. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.</p>
<p>Item 2: What investment services and advice can you provide me?</p> <p><u>Conversation Starters.</u> <u>Ask your financial professional</u></p> <p><i>“Given my financial situation, should I choose an investment advisory service? Why or why not?”</i> <i>“How will you choose investments to recommend to me?”</i> <i>“What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?”</i></p>	<p>We offer investment advisory services to retail investors. We provide holistic and personalized financial planning, wealth management and discretionary and non-discretionary investment advisory services to individuals, including high net worth individuals, and entities, including retirement plans. When providing wealth and investment management services, we seek to evaluate a client’s current financial situation and offer investment management services which are aligned with the client’s goals and circumstances. We manage client assets in accordance with models which are designed for a range of client investment objectives and risk tolerances. We allocate assets primarily among various mutual funds, exchange-traded funds (ETFs) and a third party manager of separately managed accounts. We are additionally the investment manager for two strategies: the IFAM Strategic Income Portfolio Strategy (“Strategic Income”), and the IFAM Dynamic Income Portfolio Strategy (“Dynamic Income”). If you utilize our investment management services, you will typically give us discretionary authority to trade the assets in your account through a limited power of attorney contained in your client agreement with us. (Under a nondiscretionary arrangement, we will obtain your consent prior to placing the trades we recommend.) We will monitor the holdings and performance of the investments we make for you on an ongoing basis and from time-to-time provide you with reports about the performance and holdings of your account. We do not impose a stated minimum fee or minimum portfolio value for starting and maintaining an investment management relationship, but we retain the discretion to decline any client engagement that is not a fit with our Firm.</p> <p>We offer clients the option of obtaining certain financial solutions from unaffiliated third party financial institutions with the assistance of our affiliate, Focus Client Solutions (“FCS”).</p> <p>For additional information, please refer to our ADV Part 2A brochure, especially Item 4 (services), Item 7 (types of clients), Item 10 (financial affiliates), Item 13 (account monitoring) and Item 16 (discretionary authority).</p>
<p>Item 3: What fees will I pay?</p> <p><u>Conversation Starters.</u> <u>Ask your financial professional</u></p> <p><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></p>	<p>For our wealth and investment management services, we charge a program fee which is either fixed, or is based on a percentage of the value of the assets in your managed portfolio account. We also charge strategy fees for managing the Strategic Income and Dynamic Income strategies which are a percentage of the value of the assets in your managed portfolio account. The more assets there are in your account and the higher the value of those assets, the more you will pay in fees.</p> <p>In addition to the Program fees and any strategy paid to IFAM, clients are responsible for the fees and expenses imposed by third parties in connection with investment of their assets. These may include fees, expenses, charges and taxes imposed by broker-dealers, exchanges and custodians for trading assets in client accounts and safekeeping of those assets. Clients are additionally responsible for the fees and expenses of investments advised by third parties, such as third-party investment advisors, and of mutual funds and exchange traded funds. Such fees, expenses, commissions and charges are exclusive of and in addition to our fees. Fees and expenses clients are responsible for are described in greater detail under Item 5 of our Form ADV 2A brochure.</p> <p>Our wrap program clients pay a single fee for our program, execution through the wrap program broker and custody. The asset-based fee will include most transaction costs and custody services, and as a result wrap fees are typically higher than non-wrap advisory fees. The wrap program fee does not include commissions and other transaction costs (including “trade away” fees imposed by the Program broker) for securities traded away from the broker-dealer, our strategy fees or the fees and expenses associated with investment advice provided by third parties, including fees and expenses of mutual funds and exchange-traded funds in which their accounts invest. For additional information, wrap program clients should refer to Item 4 of the wrap program brochure.</p>

	<p><i>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></p>
<p>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?</p> <p><u>Conversation Starters. Ask your financial professional</u></p> <p>“How might your conflicts of interest affect me, and how will you address them?”</p>	<p>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:</p> <ul style="list-style-type: none"> • We face a potential conflict of interest in recommending the Strategic Income and Dynamic Income strategies to clients, because we receive both Program fees and strategy fees for those recommendations. • Certain of the Firm’s advisory personnel are registered representatives of Purshe Kaplan Sterling Investments, Inc. (“PKS”) a FINRA-registered broker-dealer and member of SIPC. These advisory personnel are registered with PKS primarily so that they can continue to receive distribution and service fees (trails) for sales of variable annuities and 529 plans they recommended while previously affiliated with a broker-dealer firm, or are additional purchases of variable annuities initially recommended while affiliated with a broker-dealer firm. The receipt of compensation for product sales is a conflict of interest, as it provides an incentive to recommend a transaction in order to be compensated rather than solely based on client needs. • We receive certain benefits from the custodians we recommend to hold your account assets. Some of these benefits assist us with managing and administering client accounts, while other benefits help us to manage and grow our business. • Our firm and Associated Persons receive compensation as a result of your participation in the Program which may exceed the cost if you paid separately for investment advice, brokerage, and other services. For additional information, please refer to Item 4 of our Wrap Brochure. <p>For additional information about these conflicts and how we address them, please refer to Item 5 and Item 12 of our Form ADV 2A brochure.</p>
<p>How do your financial professionals make money?</p>	<p>Our Firm’s financial professionals are compensated based on the assets under management in which they oversee. Some financial professionals may be compensated by our indirect parent company, Focus Financial Partners, LLC (or one of its affiliates), based on our firm’s revenues or earnings. This gives the financial professional an incentive to encourage you to increase the size of your investment account and to maintain your investment account with us. For additional information, please refer to Item 5 of your financial professional’s ADV Part 2B Brochure Supplement.</p> <p>As discussed above, our Firm’s financial professionals who are registered representatives of PKS also receive trails for sales of variable annuities and 529 plans they recommended while previously affiliated with a broker-dealer firm, or are able to be compensated for additional purchases of variable annuities initially recommended while affiliated with a broker-dealer firm.</p>
<p><u>Item 4: Do you or your financial professionals have legal or disciplinary history?</u></p>	<p>Yes. You can go to Investor.gov/CRS for free and simple search tool to research our firm and our firm’s financial professionals.</p> <p><u>Conversation Starters. Ask your financial professional</u> <i>“As a financial professional, do you have any disciplinary history? For what type of conduct?”</i></p>
<p><u>Item 5: Additional Information</u></p>	<p>For additional information about our investment advisory services, and to request a copy of Form CRS, please contact Kim Jardine, our Chief Compliance Officer, at (970) 530-5021 or by email at kim@ifamcapital.com.</p> <p><u>Conversation Starters. Ask your financial professional</u> <i>“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?”</i></p>