

<p><b>Item 1: Introduction</b></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 <a href="http://Investor.gov/CRS">Investor.gov/CRS</a>, which also provides educational materials about broker-dealers, investment advisers, and investing.</p>
<p><b>Item 2: What investment services and advice can you provide me?</b></p> <p><b><u>Conversation Starters.</u></b>  <b><u>Ask your financial professional</u></b></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 additionally offer two equity strategies with options overlay components: 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 affiliates, Focus Risk Solutions and UPTIQ.</p> <p>For additional information, please refer to our <a href="#">ADV Part 2A brochure</a>, especially <a href="#">Item 4</a> (services), <a href="#">Item 7</a> (types of clients), <a href="#">Item 10</a> (financial affiliates), <a href="#">Item 13</a> (account monitoring) and <a href="#">Item 16</a> (discretionary authority).</p>
<p><b>Item 3: What fees will I pay?</b></p> <p><b><u>Conversation Starters.</u></b>  <b><u>Ask your financial professional</u></b></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 wealth management 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 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 wealth management 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 <a href="#">Item 5</a> of our <a href="#">Form ADV 2A brochure</a>.</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><b>What are your legal obligations to me</b></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</p>

<p><b>when acting as my investment adviser?</b></p> <p><b>How else does your firm make money and what conflicts of interest do you have?</b></p> <p><b><u>Conversation Starters. Ask your financial professional</u></b></p> <p><b>“How might your conflicts of interest affect me, and how will you address them?”</b></p>	<p>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"> <li>• The financial professionals servicing your accounts are compensated in the form of salary and bonus. The factors primarily driving the salary and bonus for each financial professional include the amount of client assets serviced by the financial professional and the revenue the firm and/or our affiliates generate from the professional's services or recommendations. This presents a conflict and incentive for the financial professional to encourage you to increase the assets in your account or recommend certain products or services offered by our affiliates.</li> <li>• We face a potential conflict of interest in recommending the Strategic Income and Dynamic Income strategies to clients. The fact that we will receive both wealth management fees and strategy fees for those recommendations gives us an incentive to recommend that clients allocate their assets to these strategies over other investments that do not pay us both wealth management fees and strategy fees.</li> <li>• 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 or fixed 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.</li> <li>• 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.</li> </ul> <p>For additional information about these conflicts and how we address them, please refer to <a href="#">Item 5</a> and <a href="#">Item 12</a> of our <a href="#">Form ADV 2A brochure</a>.</p>
<p><b>How do your financial professionals make money?</b></p>	<p>Some of our financial advisors are eligible for additional compensation from our indirect parent company, Focus Financial Partners, LLC (or one of its affiliates), depending on our annual revenues and/or earnings. This potential for increased compensation provides an incentive for these financial advisors to encourage you to maintain and even increased the size of your investment account with us. For additional information, please refer to <a href="#">Item 5</a> of your financial professional's ADV Part 2B Brochure Supplement and <a href="#">Item 5</a> and <a href="#">Item 10</a> of our Form ADV Part 2A brochure.</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><b><u>Item 4:</u> Do you or your financial professionals have legal or disciplinary history?</b></p>	<p>Yes. You can go to <a href="http://Investor.gov/CRS">Investor.gov/CRS</a> for free and simple search tool to research our firm and our firm's financial professionals.</p> <p><b><u>Conversation Starters. Ask your financial professional</u></b>  <b><i>“As a financial professional, do you have any disciplinary history? For what type of conduct?”</i></b></p>
<p><b><u>Item 5:</u> Additional Information</b></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 <a href="mailto:kim@ifamcapital.com">kim@ifamcapital.com</a>.</p> <p><b><u>Conversation Starters. Ask your financial professional</u></b>  <b><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></b></p>