



COURY FIRM ASSET MANAGEMENT LLC
Form CRS - Client Relationship Summary: March 30, 2022

Introduction

The Coury Firm Asset Management LLC d/b/a The Coury Firm is an investment adviser registered with the United States Securities and Exchange Commission (“SEC”). Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. There are free and simple tools available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about investment advisers, broker-dealers and investing.

What investment services and advice can you provide me?

The Coury Firm offers its investment advisory services to retail investors. We provide investment advice and comprehensive wealth planning services, coupled with an open-architecture investment platform. We will take the time to understand you – your family, culture, goals and objectives – to advise you on a broad range of investments that will evolve into a customized portfolio strategy. The portfolio may contain, among other investments, equities, fixed income, hedge funds, real estate, private credit, private equity, venture capital, customized structured products, and other types of investments and vehicles. We also serve as a multi-family office to prominent families across the country, providing strategy and comprehensive planning related guidance. As part of our standard investment advisory services, we conduct ongoing portfolio monitoring and will meet with clients on at least an annual basis.

We develop an investment policy statement (“IPS”) with you that outlines your objectives, risk tolerance, asset allocations and specifics of our duties and responsibilities to you. You can either choose a relationship with our firm that allows us to buy and sell investments in your account without asking you in advance, so long as we follow your IPS (i.e., “discretionary account”), or we may give you advice and you ultimately decide in each instance what investments to buy and sell (i.e., “non-discretionary account”). For either approach, our relationship will be authorized by you in your investment advisory agreement, which will remain in place until you or we terminate the relationship.

To open an account, our standard minimum fee is expected to be \$30,000. We may accept accounts with assets that are not sufficient to generate the minimum annual fee and you will have the option of paying the difference (until your assets are sufficient) to receive the desired level of service from us. We will take into consideration our firm’s entire relationship with you by combining other family accounts under one family household for a fee breakpoint.

Additional information about our advisory services is located in Items 4 and 7 of our ADV Part 2A Brochure which is available online at www.couryfirm.com or on the SEC’s website www.adviserinfo.sec.gov by searching our firm’s name or CRD number 289145.

Conversation Starters – Questions to Ask Us:

- 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 those qualifications mean?

What fees will I pay?

You will be charged an ongoing fee based on your services and the amount of assets in your portfolio. Our fees vary and are negotiable. Our fee schedule typically ranges from 1.00% to 0.40% depending on the value of the investments in your portfolio. Fees are calculated and charged quarterly in arrears based on the value of your portfolio as of the last day of the quarter. You may choose to send the payment directly to us or have the fees automatically deducted from your account. Our firm’s interest is aligned with yours. Our incentive is to execute on the agreed upon customized portfolio strategy to increase the value of your portfolio over time, which will increase our fees over time. Conversely, our fees are decreased if the value of your portfolio decreases.

Our fee for comprehensive wealth planning and coordination services (i.e., family office planning services) typically ranges from \$60,000 - \$250,000 or higher on a yearly basis or can be a one-time fee. This fee arrangement is customized to the complexity of your and/or your family’s needs. This fee is in addition to our investment advisory fee, which is discussed above.

The custodians that hold your assets can charge you a transaction fee for the purchase or sale of investments in your account. These fees are in addition to our advisory fee for our investment advisory service. You could also pay charges imposed by the custodian holding your accounts for certain investments and maintaining your account. Some investments, such as for example mutual funds, separate account managers, and exchange-traded funds charge additional fees that will reduce the value of your investments over time.

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. We recognize the importance that you understand what fees and costs you are paying. We take pride in being fully transparent and will break down for you the total fee charged for your custom portfolio strategy.

Additional information about our fees is located in Item 5 of our ADV Part 2A Brochure. Our Firm Brochure is available online at www.couryfirm.com or on the SEC's website www.adviserinfo.sec.gov by searching our firm's name or CRD number 289145.

Conversation Starters – Questions to Ask Us:

Help me understand how these fees and costs will 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 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 potential or perceived conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you.

Here is an example to help you understand what this means: our firm's affiliated private fund charges a management fee and a performance fee. Therefore, we may have an incentive to recommend our affiliated private fund to you.

Our Firm can make money in the following ways: assets under management fee, comprehensive financial planning fee (i.e., family office planning services), and/or an investment in our affiliated private fund as described above.

Additional information about our conflicts of interest can be found in our ADV Part 2A Brochure under Items 4, 10 and 11 which is available online at www.couryfirm.com or on the SEC's website www.adviserinfo.sec.gov by searching our firm's name or CRD number 289145.

Conversation Starters – Questions to Ask Us:

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

How do your financial professionals make money?

Our financial professionals are employees of the firm and are paid a fixed monthly salary. Employees may be eligible to receive an annual discretionary bonus based on the quality of services provided to clients and the overall growth of the firm. Certain employees may also receive performance-based incentive compensation for generating business from new and/or existing clients and/or receive a commission from an implementation of an insurance product.

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

No, our firm and/or financial professionals do not have any legal and disciplinary history. Visit www.investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters – Questions to Ask Us:

As a financial professional, do you have any disciplinary history? For what type of conduct?

Additional Information

You can find additional information about The Coury Firm's investment advisory services on the SEC's website at www.adviserinfo.sec.gov by searching CRD #289145. You may also contact our firm at +1 (412) 261-5744 and talk to any one of our investment professionals or support staff.

Conversation Starters – Questions to Ask Us:

- 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?