



Client Relationship Summary

Clarity Asset Management, Inc.
(CRD# 115699)

Introduction

Our firm, Clarity Asset Management, Inc., is registered as an investment adviser with the U.S. Securities and Exchange Commission. Brokerage and investment advisory services and fees differ, and it is important for you as a retail investor to understand these differences. 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.

Our vision and mission as a firm focuses on creating and deepening lifelong trusted relationships with you that promote and grow your overall financial health. This vision is expressed in all our client relationships and services. These services, and the costs and benefits of such services for both our firm and for you, are summarized below.

Relationships and Services

What investment services and advice can you provide me?

Services: We offer an array of investment [advisory services](#) to you as a retail investor, including investment management and financial planning. We work closely with you to identify your sense of life purpose and values which translate into investment goals and objectives. We help you assess your [risk tolerance](#) and [financial health](#) in order to develop an [investment approach](#) designed to accomplish those goals and objectives over your lifetime.

Accounts, Investments, and Monitoring: We provide services associated with individual, joint, retirement, trust, and estate accounts. We primarily use mutual funds, exchange-traded funds, and individual stocks in constructing portfolios. We do make available and offer advice on a vast range of fund companies that is not restricted to proprietary products or a limited menu of products or types of investments. As part of our services, we monitor portfolios and securities in accounts on a regular and continuous basis. We meet with you at least annually, or more frequently depending on your desires, needs, or life situation.

Investment Authority: We provide our mutually agreed upon services on a perpetual and discretionary basis on actively managed accounts. We execute investment recommendations in accordance with your stated investment objectives without your prior approval of each specific transaction. Our engagement will continue until one of us gives advance notice of termination to the other.

Account Minimums & Other Requirements: We generally require a minimum relationship size of \$250,000 to effectively implement our investment process. This amount may be waived or reduced at our sole discretion.

Additional Information: For more detailed information on our relationships and services, please see Item 4 – Advisory Services, Item 13 – Review of Accounts and Item 7 – Types of Clients of our Form ADV Part 2A available via our firm’s [Investment Adviser Public Disclosure Page](#).

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?

Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Asset-Based Fees: We have a fee-only structure whereby we collect asset-based fees for investment management ranging from .35% to 1.00% annually based on a tiered schedule. This fee is collected on a quarterly basis and calculated as a percentage of the value of the cash and investments in your account[s] that we manage. This may present a conflict of interest as we could be financially incentivized to encourage you to place more assets in your advisory account as you will ultimately pay more in advisory fees.

Fixed Fees: Our fixed project-based fees for financial planning fees range up to \$500. We collect fees in a single installment. Fixed fees are negotiable based on the nature and complexity of the services to be provided and the overall relationship with us. We provide you with an estimate of the total cost prior to engaging us for these services. No payment is due until the planning process is completed and you are fully satisfied

Conversation Starters:

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?

with the work performed for you. We may waive these fees if you engage us for investment management services.

Other Fees & Costs: Any fees or charges beyond our advisory fee are kept at a minimum. You will be, however, responsible for any custody fees, account administrative fees, fees and expenses related to mutual funds and exchange-traded funds and applicable securities transaction fees.

Additional Information: 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. For more detailed information on our fees, please see Item 5 – Fees and Compensation of our Form ADV Part 2A available via our firm’s [Investment Adviser Public Disclosure Page](#).

**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 must act in your best interest and not put our interests ahead of yours. At the same time, the way we generate revenue could create some conflicts with your interests, since that revenue is primarily based on assets under management. 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.

We will recommend that you open your account with a specific custodian, where we maintain an institutional relationship and receive economic benefits (which are either directly or indirectly passed onto you in the form of quality of service or favorable prices). The receipt of these economic benefits presents a conflict of interest and can influence our recommendation of the custodian to you. You ultimately, however, decide where to open your accounts. Choosing a different custodian may result in the loss of quality of service and/or ability to obtain favorable prices.

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

Additional Information: For more detailed information, please see Item 10 – Financial Industry Activities and Affiliations, Item 12 – Brokerage Practices and Item 14 – Client Referrals and Other Compensation of our Form ADV Part 2A available via our firm’s [Investment Adviser Public Disclosure Page](#).

How do your financial professionals make money?

Our financial professional team is compensated based on an agreed upon salary. Our corporate structure, however, requires that profits (based on revenue generated from all services and assets under management) be passed through to the shareholders based on their ownership share. Therefore, our financial professionals, as also shareholders of the firm, could have an incentive to increase the asset size in the relationship or solicit new business, possibly taking time away from the day-to-day servicing of existing clients. Our procedures and practices related to responsible client engagement, however, mitigate against such incentives and distractions.

Disciplinary History

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

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

No. You can visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Additional Information

We function as a team of financial professionals, so every client is a client of the firm, not of any one individual. Therefore, you may contact any one of us to address your financial health needs. You can find additional information about our investment advisory services by viewing our Form ADV Part 2A available via our firm’s [Investment Adviser Public Disclosure Page](#) or by visiting www.investmentclarity.com. You can request up-to-date information and a copy of our client relationship summary by contacting us at info@investmentclarity.com or (515) 233-3152.

Conversation Starters: *Who is my primary contact person? Is he or she a representative of an investment advisor? Who can I talk to if I have concerns about how this person is treating me?*