



Customer Relationship Summary Form CRS

March 2023

INTRODUCTION

Forthright Family Wealth Advisory LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at <https://investor.gov/crs>, which also provides educational materials about broker-dealers, investment advisers, and investing.

RELATIONSHIPS & SERVICES

What investment services and advice can you provide me?

We offer investment advisory services to retail investors including high net-worth and ultra-high net worth individuals and families. In addition, our services are available to foundations and businesses. We serve as your Family CFO to frame your family legacy. As part of our standard services, we will develop, implement, and manage your private wealth plan by actively listening to you to learn about your unique situation. We will then study, test, analyze, model, and develop planning strategies to meet your financial goals. We make all your investments with **full trading discretion**, without your prior approval, regarding the sales and purchases in the account we manage for you. We will **continuously monitor** your account(s) in consideration of current market conditions, your objectives and risk tolerance, making adjustments for material changes in your life or the markets. Your investments may include mutual funds, ETFs, individual equities, or bonds, MLPs, certificates of deposit, options, or private placements, and we will conduct portfolio reviews monthly or more frequently when market conditions dictate.

Account Minimums and Limitations: Our preferred minimum account size is \$1 million; however, smaller accounts will be accepted at our discretion. When we use mutual funds, we only recommend no-load funds.

Additional Information: Please see our [ADV 2A brochure](#) Items 4 and 7.

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, & STANDARDS OF CONDUCT

What fees will I pay?

There are three potential sources of fees in your account(s): 1) Forthright Family Wealth's advisory fee, 2) custodial fee, and 3) manager fee. Our advisory fee is calculated based on the average value of your assets (including cash and interest) for the month end, multiplied by the applicable fee rate, divided by twelve (12). Custodians have the right to assess fees such as asset-based, trades, wires, and other fees. Manager fees are calculated based upon the disclosed expense ratio or manager fee. Accounts for members of a client's family may be aggregated and assessed on a "household" basis in order to attain a lower fee rate. We prefer to manage the majority of your liquid assets because we believe that improves our ability to coordinate, manage, and align with your investment goals and objectives. Fees and fee structures are negotiable depending upon the complexity of your portfolio, your need for additional advice, and your desired frequency of meetings. You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of



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money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

Additional Information: Please refer to Items 5, 6, & 12 of our Form [ADV 2A Brochure](#).

Conversation Starters: Help me understand how these fees and costs might affect my investments. If I give you \$1 million 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 adviser, we must 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. For example, because we charge an asset-based fee, the more assets there are in your advisory account, the more you will pay in fees. We may therefore have an incentive to encourage you to increase the assets in your account.

Additional Information: Please see our [ADV 2A Brochure](#) Items 4, 10, 11, and 12.

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

How do your financial professionals make money?

Our professionals are paid salaries and may receive bonuses based on performance of responsibilities.

DISCIPLINARY HISTORY

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

Yes. For additional information, refer to Item 9 in our [ADV Part 2A](#), or you can visit <https://investor.gov/crs> for a free and simple search tool to research our financial professionals.

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

Additional Information

For additional information about our investment advisory services, please visit our website at <https://forthrightwealth.com>. For up-to-date information and to request a copy of the relationship summary, please call Neal Carlson at 713-510-3510 or email him at neal@forthrightwealth.com.

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



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Material Change

Mr. Carlson no longer maintains an insurance license.