

**Attentive Investments, LLC**  
**Form CRS Customer Relationship Summary June 2021**

**Introduction**

Attentive Investments, LLC. (“Attentive”) 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 [www.investor.gov/CRS](http://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

**What investment services and advice can you provide me?**

Our firm offers the following investment advisory services to retail investors including buying and selling securities:

**Investment Supervisory Services (“ISS”) Individual Portfolio Management** Services include the provision of continuous advice on a discretionary or non-discretionary basis to a client or investing the client’s account based on his/her particular circumstances. When engaged on a discretionary basis, we will buy and sell investments in your account as appropriate without requiring your pre-approval on an ongoing basis until you notify us in writing to switch. You may impose reasonable restrictions. When engaged on a non-discretionary basis, you make the ultimate decision regarding the purchase or sale of investments. These accounts are continuously monitored and reviewed on a quarterly or monthly basis.

**Financial Planning** Services include a comprehensive evaluation of a client’s current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. Attentive offers clients a broad range of services, which may include retirement, education, trust and estate, insurance and tax planning. No formal reviews will be conducted unless contracted for.

Our investment and financial planning recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company.

For additional information, please see Items 4 and 7 of our Form ADV, 2A Brochure (Part 2A) available at: <https://adviserinfo.sec.gov/firm/summary/132536>

**Conversation Starters.** We encourage you to ask your financial professional:

- *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?*

**What fees will I pay?**

Our annual fees for **ISS Individual Portfolio Management** varies between 0.50% and 1.00% of assets under management on an annualized basis. Accounts with a value of less than \$50,000 are billed a management fee of 1% of the invested net asset value of the account annually based on the quarter nearest to the anniversary date the client’s account was opened, payable in arrears. Accounts with a value of \$50,000 and more are billed at the end of each calendar quarter, calculated on the value of assets under management as of the last day of the calendar quarter. There is no minimum account requirement for this service. This minimum is negotiable under certain circumstances. Our fees are billed in arrears at the end of each calendar quarter.

Our **Financial Planning** fees are calculated and charged on an hourly basis for the following services, Certified Financial Planner at \$250 per hour and Clerical Associate at \$102.50 per hour. The client will be billed upon completion of the plan and quarterly thereafter in arrears based on actual hours accrued.

**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 additional information, please see Item 5 of our Form ADV, 2A Brochure (Part 2A) available at:  
<https://adviserinfo.sec.gov/firm/summary/132536>

**Conversation Starter.** We encourage you to ask your financial professional:

- 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?

### **What are your legal obligations to me when providing recommendations as my broker-dealer or 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 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 recommendations and investment advice we provide you.*

For example, the more assets the client has in his/her account, the more we receive in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account. In addition, our minimum account size is negotiable under certain circumstances and at our discretion. Should we agree to waive this minimum account size, we would receive less compensation for services provided. We, therefore, have a disincentive to waive this minimum.

**Conversation Starter.** Ask your financial professional...

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

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### **How do your financial professionals make money?**

Attentive's financial professionals are compensated through the business on an hourly base salary. In addition, Attentive's financial professionals are compensated based on the revenues generated by their clients and they have an incentive to recommend that their clients move a greater share of their assets to Attentive's management. The more assets the client has in his/her account, the more we receive in fees.

### **Do your financial professionals have legal or disciplinary history?**

No, neither our firm nor our financial professionals have any legal or disciplinary history. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation Starter.** Ask your financial professional...

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

### **Additional Information**

If you would like additional, up-to-date information or a copy of this disclosure, or our Form ADV, Part 2A Brochure, please call (209) 636-4931.

**Conversation Starter.** Ask your financial professional...

- 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?