

# Form CRS Customer Relationship Summary

## Sequent Asset Management, LLC

### Introduction

For some, perhaps many, investment advisors, this new Form is another required compliance document. That's not how we see it here at Sequent. **We think this new Form CRS is an invaluable tool to remind our client families why they chose to work with us and to help potential client families understand and compare our firm to others in a user-friendly, consistent manner.** Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [investor.gov/CRS](https://investor.gov/CRS). *Look for the "keys" below to highlight important details.*

**Sequent Asset Management, LLC** ("Sequent") is registered as an investment adviser with the SEC (Securities and Exchange Commission). Sequent offers Family Office Wealth Management, Investment Management, Financial Counseling, and Portfolio Consulting services to select client families.

### Relationship Services

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

Sequent has a **Traditional Advisory Business** that provides Family Office Wealth Management, Investment Management, Financial Counseling, and Portfolio Consulting and Fiduciary Coordination services to individuals, including closely held business owners, senior corporate executives, retirees, trusts, estates, charitable organizations and corporations or other business groups. In addition, Sequent has an **Advisory Investment and Consulting Business** that provides Investment Management Consulting, Compliance Consulting, and Client Communication and Marketing Consulting services to peers and professionals.

We have discretionary authority to determine the securities that are to be bought and sold for our clients, as well as the quantities of such securities, the placing of orders for the execution of such securities transactions with other third-party broker/dealers. We do not have a stated minimum account size. If you were a client, we would contact you, either in person, by phone, video conference, correspondence or email, at least monthly / quarterly / bi-annually as we mutually agreed to discuss your investment portfolio(s), review your asset allocation posture, confirm cash flow earnings and distribution needs and other financial matters we work with you on.  **The key: It is important to know what you need and then how the firm you engage can help you in an objective and competent manner based on the experience and wisdom of their principals.**

Our experience and commitment are focused on serving families. We have a unique body of knowledge and deployable skill sets in the areas of accumulation and transfer of wealth for our client families. We dedicate ourselves to providing custom tailored and client specific solutions for our families. We help our clients focus on and manage cash flow and liquidity. Additionally, we assist with and coordinate wealth transfers from one generation to the next, optimizing financial decisions to mitigate the impact of current and future taxation on a family's wealth.  **The key: We work with each family to assess with them their financial situation and in what areas where they require our assistance. Then we customize strategies and plans and focus on results in these areas for them.** No two client families are alike at Sequent in how we meet their needs.

## Fees, Costs, Conflicts and Standard of Conduct

### What fees will I pay?

#### Family Office Wealth Management and Investment Management Services

Asset-based fees, which are based upon a percentage of the assets managed and/or overseen by us.

#### Financial Counseling Fees

Hourly or fixed charges for financial planning and general investment consulting services.

#### Portfolio Consulting and Fiduciary Coordination Fees

Asset-based fees, which are based upon a percentage of the assets for which consultation is provided.

**The more assets there are in your advisory account, the more you will pay in fees; thus, the firm may have an incentive to encourage you to increase the assets in your account.** You will pay additional charges for services that include the following: Investment Management Services of External Investment Advisers; Operational Fees (including mutual funds expenses); Transaction Fees (commissions); and Clearing and Custodial Fees. **You will pay fees and costs whether you make or lose money on your investments.**  **The key: Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees/costs you will pay and how your advisor potentially makes money off of your money, directly or indirectly.** Here at Sequent, the only revenue we earn are fees paid to us by our clients. Nothing else. Period. We are a fee-only investment advisor and we believe this reduces and/or eliminates conflicts of interest in our working with and for client families. For more information, please see our Form ADV Part 2A.

### What are your legal obligations to me when acting as my investment adviser?

**When we act as your investment and/or financial adviser, we have to act in your best interest and not put our interests ahead of yours.** We have attempted to reduce or remove all areas where conflicts could occur in our work for client families.  **The key: be sure to ask any investment advisor, including us, for areas where conflicts exist that would impact their advice or services provided.**

### How else does your firm make money and what conflicts of interest do you have?

The custodian you select provides services to us, including research, execution, brokerage, custody and access to a wide range mutual funds and other investments. Coordination for these additional products and services provided assist us in managing and administering clients' accounts. While we receive no cash-based compensation in any way from any custodian nor any gift or gratuity, these investment-oriented client services are provided based in part on the assets held at a custodian, and as such, create a potential incentive for us to recommend clients to certain custodians. For more information, please see our Form ADV Part 2A, Item 14.

### How do your financial professionals make money?

Our firm is entirely owned by our two lead principals. As a firm, professional compensation is based upon a portion of the revenue we are paid by you for providing you with those advisory services listed above, net of the expenses we incur for staff, offices, technology, travel, administration, compliance, etc.

## Disciplinary History

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

**No.** A free search tool to research us and our financial professionals is found at [investor.gov/CRS](https://investor.gov/CRS)  **The key: be sure to check if the firm and/or any of its professionals have client complaints and any actions or settlements in their history.**

## Additional Information

Additional information about our services is available by visiting [www.sequentasset.com](http://www.sequentasset.com). Contact our lead principals, Tim Hartzell and David Doll, that act as the primary contacts for our client families by email at [thartzell@sequentasset.com](mailto:thartzell@sequentasset.com) or [ddoll@sequentasset.com](mailto:ddoll@sequentasset.com) or by telephone at (713) 467-0008.