

Introduction

Center for Asset Management, LLC (“CFAM” or “we”) is an investment adviser registered with the U.S. Securities and Exchange Commission.* We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professionals at <https://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?

Description of Services: We offer investment advisory services to retail investors. Our investment advisory services include Asset Management Services and Financial Planning and Consulting Services.

Asset Management Services: CFAM provides asset management services through the AssetMark platform. CFAM will evaluate, select, and monitor investment options through AssetMark to manage your account(s). CFAM will discuss your investment goals with you and implement a strategy designed to achieve your investment goals. CFAM will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. For more information, please see **Item 4** of our **Form ADV Part 2A**. Asset management services are provided on a **discretionary** basis, meaning we will have the authority to determine the type and amount of securities that can be bought or sold for your portfolio without obtaining your consent for each transaction. For more information, please see **Item 16 of our Form ADV Part 2A**.

Financial Planning & Consulting Services: We also provide financial planning and consulting services. Financial planning services involve us creating a written financial plan for you which covers mutually agreed upon topics. Financial consulting is used when a written financial plan isn't needed. Both financial planning and consulting involve one time and/or ongoing meetings to discuss your financial situation. Please see **Item 4 of our Form ADV Part 2A**.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend any product that may be suitable for each client relative to that client's specific circumstances and needs. When providing you services, we do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: CFAM requires a minimum of \$10,000 in order to open an account. To reach this account minimum, clients can aggregate all household accounts. The minimum fee generally charged for financial planning and consulting services provided on an hourly basis is \$300.

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?*

What Fees Will I Pay?

Description of Principal Fees & Costs: Fees charged by CFAM for asset management services will range up to a maximum of 1.5% per year. You may also be charged management fees by sub-advisers and the funds we invest in, within your account. Our fees are charged based on a percentage of assets under management, billed in advance on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last business day of the prior calendar quarter. Because our fee is based upon the value of your account, we have an incentive to recommend that you increase the level of assets in your account. For more information about the fees we charge you please see **Item 5** of our **Form ADV Part 2A**. When engaging us for asset management services you will also incur other fees and expenses such as brokerage fees, mutual fund management and sales load fees, and sub-advisory fees (as applicable). For more details on the other fees and expenses you may incur please see **Item 5 of our Form ADV Part 2A**.

Financial planning and consulting services are provided under an hourly fee arrangement. An hourly fee of \$300 per hour is charged by CFAM for financial planning services and/or consulting services under this arrangement. You will pay in advance a mutually agreed upon retainer that will be available for CFAM to bill hourly fees against for financial planning services. We will bill our financial planning fees to you on a monthly basis.

Any fees we charge for financial planning and consulting services will not cover the costs associated with implementing any recommendations we may make. For more information, please see **Item 5 of our Form ADV Part 2A**.

Additional Information: You will pay for fees and costs to CFAM and other providers 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.

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?*

**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?**

Standard of Conduct: 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 investment advice we provide you.

Here are some examples to help you understand what this means. When we recommend that you utilize a third-party money manager, we will receive compensation or other financial benefits from that third-party. This creates a conflict of interest as we have an incentive to recommend managers who we have such arrangements with. Our company principal is an insurance agent, and he receives commissions when he sells insurance products. CFAM's company principal is also an attorney licensed to practice in Florida, and he may provide legal services (for a fee) to you if requested. We have a conflict of interest in recommending these products or services to you because of the potential for additional revenue.

Additional Information: For more information about our conflicts of interests and the ways we are compensated please see **Item 5 and Item 10 of our Form ADV Part 2A.**

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

How do your financial professionals make money?

Description of Salary/Payment of IARs: In general, we compensate our investment adviser representatives (IARs) with a fixed salary. However, if the assets under management with CFAM increase, IAR's compensation may increase. This can create a conflict of interest as it gives our IARs an incentive to recommend you invest more in your account with us due to the potential for increased compensation.

Our company principal is a licensed insurance agent and an attorney. When acting in either capacity he will receive either commissions for selling insurance products or legal fees. This can create a conflict of interest when he recommends insurance products and/or legal services to you. For more information about these conflicts of interest please see **Item 10 of our Form ADV Part 2A.**

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

Yes, on June 6, 2017, Peter A. Blatt and the Center for Asset Management entered into a Stipulation and Consent Agreement with the State of Florida in which Blatt and the firm agreed to Cease and Desist from any future violations of Chapter 517 of the Florida Statutes and the imposition of a fine in the amount of \$15,000. The state's action was as a result of Blatt and the firm failing to make timely updates of disclosures required on the form's Form ADV and Blatt's Form U-4 to properly report Consent Orders Issued by the Florida Department of Financial Services which were related to Blatt's Insurance License:

- September 8, 2014 – Peter A. Blatt's Insurance License was suspended for 3 months, and he was required to pay an Administrative Penalty of \$20,000;
- March 19, 2015 - Peter A. Blatt's Insurance License was suspended for 3 months.

You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

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

Additional Information about Center for Asset Management, LLC

Additional information about us and copies of this relationship summary are available on the Internet at <https://cf-am.com/>. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/147981>. If you would like a copy of our Form ADV Part 2A disclosure brochure, have any questions and/or want an up-to-date copy of this relationship summary, we can be reached by phone at (561) 625-0900.

Conversation Starters: *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?*