

Item 1 – Introduction: Is an investment advisory account right for you?

Ailsa Capital, Inc. is registered with the Securities and Exchange Commission as an investment adviser. Please be aware that brokerage and investment advisory services and fees differ and that 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://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2 – What investment services and advice can you provide me?

We offer the following investment advisory services to retail investors:

- **Asset Management** - As part of our standard asset management services we provide continuous and regular supervision and management services, offered on a *discretionary* or *non-discretionary* basis. *Discretionary* authorization allows us to determine the specific securities, and the amount of securities, to be purchased or sold for your account without your approval prior to each transaction. You may limit our discretion with respect to certain securities or types of securities by providing such limitations in writing. *Non-discretionary* arrangements require us to obtain your approval prior to executing any transactions on behalf of your account.
- **Recommendation of Third-Party Managers** – You may enter into a separate agreement with a recommended third-party manager or you may grant us *discretionary* authority to retain third-party manager(s) to provide discretionary management services of all or a portion of your assets. Some third-party managers may limit the types of investments for your accounts and you may not be able to impose investment restrictions on accounts managed by some third-party managers. We regularly monitor and review accounts held with third-party managers at least annually.
- **Financial Planning and Consulting** - We do not provide ongoing reviews of financial plans, unless you have engaged us for periodic updates. Account reviews for clients using consulting services are reviewed initially and upon request.

We do not limit our advice to proprietary products, or a limited menu of products or types of investments. There are no specific requirements for opening or maintaining an account, including minimum account size.

Conversation Starters. 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?*

For additional information, please refer to Items 4, 7, & 13 of our Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/brochure/136463>.

Item 3 – What fees will I pay?

Our fees vary depending on the services you receive and are negotiable depending upon the complexity and scope of the service, your financial situation, your objectives, types of investments, and the individual or third-party manager providing the services. **Asset Management Fees** are based upon a percentage of your assets under our management, and are payable each quarter in advance. The more assets there are in your advisory account, the more you will pay in fees. Therefore, we have an incentive to encourage you to increase the assets in your account. We also charge asset-based fees for assets managed by recommended third-party managers. We may share the fees you pay us with recommended **Third-Party Managers** or they may charge separate asset-based fees, which are not negotiable. Some charge wrap-fees (typically a higher asset-based fee that includes certain transaction costs), and/or *performance-based fees* that are charged in addition to our fees. For “qualified clients” who agree to performance-based fees, the account is charged 10% of the total net increase in the market value of the account using “high-water” marks. The fees are calculated monthly and charged quarterly. We will receive a portion of that fee in addition to our asset-based fees. For **Financial Planning and Consulting**, we charge either a maximum hourly fee of \$350 billable monthly in arrears; or, a fixed fee that generally ranges between \$2,500 and \$7, 000. Typically, we require 50% of the fixed fee in advance with the balance due upon completion of the agreed upon services.

For additional information regarding our fees, please see Item 5 of our Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/brochure/136463>.

Other Fees and Costs: Our fees do not include transaction costs; they are separate and distinct from the fees and expenses charged by *investment companies* (e.g., mutual funds, exchange traded funds, unit investment trusts, and variable annuities). These fees are described in each fund’s prospectus and generally include management fees and other fund expenses. You will also incur *transaction charges and/or brokerage fees* when purchasing or selling certain securities, which are typically imposed by the broker-dealer or custodian that executes the trade; and, the broker-dealer or custodian may also charge your account for *custodial fees, retirement account fees, trust fees, exchange fees, redemption fees* that may be assessed on investment company shares, transfer fees, account termination fees or other special service fees and charges. We do not

share in any portion of these fees imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, please review all fees charged by investment companies, broker-dealers, our firm, and others.

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 about fees charged by third parties, please refer to Item 5 of Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/brochure/136463>.

Conversation Starter. 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 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 investment advice we provide you. Here are some examples to help you understand what this means:

All investment advisers face conflicts of interest inherent to asset-based fee structures, as we are incentivized to acquire new clients and to increase assets under management. Other conflicts of interest result from other business activities we engage in and relationships we have with business partners, third parties, or affiliations we have established with other financial institutions.

We may recommend that you use a third-party manager that will charge you separate fees for their services. Performance-based fees may be higher than asset-based fees, which creates an incentive for us to recommend third-party managers or programs with more favorable compensation arrangements. Accounts that are charged performance-based fees are managed alongside other accounts (perhaps with similar objectives) that are not charged performance-based fees creating an incentive for the third-party manager to make investments that are riskier or more speculative for performance-based fee accounts; and, creating an incentive for us or the third-party manager to favor accounts charged a performance-based fee. To address these conflicts, we monitor accounts managed by third-party managers to ensure that participation in particular third-party manager programs are suitable according to your investment objectives and risk tolerance; we conduct due diligence of all recommended third-party managers and programs; and, we have instituted policies and procedures that require our firm to fairly allocate or recommend investment opportunities (if they are suitable), regardless of the fee structure. Moreover, you are not required to use the services of any third-party manager or program we recommend.

Conversation Starter. Ask your financial professional—

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

Please refer to our Form ADV Part 2A for further information on our conflicts of interest and how we address them at the following link: <https://adviserinfo.sec.gov/firm/brochure/136463>.

How do your financial professionals make money?

Our financial professionals receive salary based compensation, a percentage of advisory billings, and/or bonuses based on the amount of client assets they bring to our firm. Therefore, our financial professionals have an incentive to encourage you to increase the assets in your account. Some of our financial professionals are also insurance agents. This creates a conflict of interest because these persons will receive additional commission-based compensation in connection with insurance products they sell to you. You are not required to purchase insurance products from our financial professionals.

Item 4 – Do you or your financial professionals have legal or disciplinary history?

Yes. For a free, simple search tool to research us and our financial professionals please visit [Investor.gov/CRS](https://investor.gov/CRS).

Conversation Starter. Ask your financial professional—

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

Item 5 – Additional Information

For additional information about our advisory services, please refer to our Form ADV Part 2A brochure available at <https://adviserinfo.sec.gov/firm/brochure/136463>, and the individual Form ADV Part 2B brochure supplement(s) your representative provides. If you have any questions, need up-to-date information and/or need a copy of this Client Relationship Summary, please contact us at **(801) 501-0302**.

Conversation Starters. 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?*