



## Form CRS – Client Relationship Summary

Arnerich Massena, Inc. is registered with the Securities and Exchange Commission (SEC) as an investment advisor. We are not a broker-dealer and we believe it is important for you to understand how advisory and brokerage services and fees differ. 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 investment advisors, broker-dealers and investing.

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

Arnerich Massena provides investment advisory, financial planning, and philanthropic advisory services to investors like you. We meet with you to understand what makes you unique – including your risk tolerance, time horizon, projected liquidity needs, tax considerations, current holdings and your individual world and investment viewpoint. We recommend investment managers, mutual funds, bonds, and exchange-listed securities. If suitable, we may recommend alternative investments, including hedge funds, private equity, and private real estate. And if you are interested, we help you understand and measure how your investments impact your community and the world around us. Our financial planning and philanthropic advisory services include risk management, estate planning, tax planning and the creation of charitable and philanthropic plans. All the services outlined above are included in our advisory fee unless otherwise stated in your Investment Advisory Agreement with us. We are an independent advisory firm, meaning we do not sell our own investment products or receive money from investment managers, brokers or other third parties for having clients invest, trade or custody assets with them. Our revenue comes solely and directly from our clients for our services.

Our investment services can be provided on a discretionary basis (meaning we make and implement investment decisions in your account in accordance with the investment policy we create together) or on a non-discretionary basis (meaning you make the final decision on any purchase or sale of an investment). We monitor your account on an ongoing basis and provide quarterly performance reporting. In addition, we generally meet with you in person or via video conference on a quarterly or annual basis (as detailed in your Investment

Advisory Agreement) to review your account. These services, as well as our travel and related expenses, are included in our fee unless otherwise provided in your Agreement. We generally require a \$3 million account minimum but may make an exception at our discretion. Ask us for a copy of our Form ADV Part 2A Brochure (or see “Additional Information”, below, for details on how to obtain a copy) and review Items 4 through 7 for additional information on our services, clients, and fees.

Ask us about our firm, people, and services:

- ✓ *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?

We provide our investment advisory services for a fee based on a percentage of the market value of your assets under management (AUM), but we also occasionally negotiate fixed fees as well. Our AUM fees are generally charged quarterly in arrears based on your account’s market value as of the last trading day of the prior quarter. Our fixed fees are generally charged quarterly in advance. Our AUM fee is based on a sliding scale of up to 1.00% annually, subject to negotiation at our discretion, and our fixed fees are derived from the same scale, based off of the existing and projected future market value of your account. Our fee is clearly stated in your Investment Advisory Agreement with us. Note that with an AUM fee, the more assets you have in your account, including cash, the more you will pay us, and we therefore have an incentive to increase the assets in your account in order for us to increase our fees. We also negotiate our fees for separate cash management mandates and for discrete projects that are outside the scope of our general services. In addition to our fee, you will also pay transaction costs and other charges directly to investment managers utilized in your account and to other third parties for services they provide to you or your account (such as a custodian or broker). 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.

*Do you have questions about our fees or how third-party costs may impact your account? Start a conversation by asking, “Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to investment, 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 advisor, 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.

If you pay us an AUM fee, the more assets that are in your account, the more you will pay us in fees. Thus, we have an incentive to encourage you to increase the assets included in your account. When providing financial planning, we have an incentive to provide advice that results in more assets under our management. We have adopted policies, procedures, and a Code of Ethics (collectively, our “Policies”) that minimize these conflicts by setting forth fiduciary standards that all our employees must follow. We also generally recommend that clients establish brokerage accounts with Charles Schwab Institutional, primarily because Schwab offers a good value to our clients for transaction and custodial costs, but also for our administrative convenience and because they provide us with certain services. This creates an incentive for us to recommend Schwab over other brokers who could have better trade execution. However, we do not require that you Schwab – you may use any custodian – and we mitigate this risk with our Policies, which ensure we comply with our fiduciary duty to obtain best execution for your trades. Finally, if suitable, we may recommend an investment in a fund managed or co-managed by 3x5 Partners, a company in which our co-CEO, Tony Arnerich, maintains a controlling interest. While we only recommend such an investment on its merit, and do not receive any compensation related to client investments in these funds, an investment benefits Mr. Arnerich. As such, this creates a conflict,

which we mitigate as detailed in Item 6 of our ADV Part 2A Brochure.

We are an independent, fee-only registered investment advisor, which means our only form of compensation is from the investment advisory fees received directly from our clients. We do not receive commissions or other compensation from investment managers, brokers or other third parties for having clients invest, trade or custody assets with them. For additional information about our conflicts of interest, see Item 10 of our Form ADV Part 2A Brochure.

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

Our financial professionals are employees and/or owners of the firm and are generally paid a base monthly salary, supplemented by incentive compensation for new business and discretionary bonuses based on their individual and the firm’s overall success. Owners may also receive distributions from the firm based on its profitability and overall success.

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

No, neither Arnerich Massena 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 our firm and our financial professionals.

*Please feel free to ask us, “As a financial professional, do you have any disciplinary history? For what type of conduct?”*

#### **Additional Information**

You can find additional information regarding Arnerich Massena and a copy of this Form CRS and our Form ADV Part 1 and 2, by going to [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) and clicking on the “FIRM” tab and then entering “Arnerich Massena, Inc.” or our CRD# 116395. You can also find these documents by going to our website ([www.arnerichmassena.com](http://www.arnerichmassena.com)) and clicking the appropriate link at the bottom of our Home page. You can contact us by U.S. mail at 2045 NE Martin Luther King Jr. Blvd., Portland, OR 97212 or by phone at (800) 929-5179 or (503) 239-0475.

**Make sure you know:**

- ✓ *Who is my primary contact person?*
- ✓ *Is he or she a representative of an investment advisor or a broker-dealer?*
- ✓ *Who can I talk to if I have concerns about how this person is treating me?*