

Form ADV Part 3: Relationship Summary Bespoke Advisory LLC

Introduction

Conversation Starters: *As a financial professional, what is your relevant experience, including your licenses, education, and other qualifications? Do you have any disciplinary history? For what type of conduct?*

Bespoke Advisory LLC (“Bespoke Advisory” or the “Firm”) is an investment adviser registered with the U.S. Securities and Exchange Commission. We provide holistic analysis and tailored investment account strategies and utilize third-party investment advisory firms that are screened and selected to give exposure to specialized strategies within the tailored accounts. 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. To learn more about our backgrounds, education and licenses, advisor specific information may be obtained at www.adviserinfo.sec.gov. Additionally, the **Form ADV Part 2A** mentioned in this summary is available at <https://adviserinfo.sec.gov>.

What Investment Services and Advice Can You Provide Me?

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?*

Description of Services: We provide holistic analysis and tailored investment account strategies and utilize third-party investment advisory firms that are screened and selected to give exposure to specialized strategies within the tailored accounts.

Asset Management Services: Bespoke Advisory provides asset management services which involve us managing and trading your designated investment account(s). In some cases, at the Client’s request, Bespoke Advisory will also provide tracking and reporting on investments not sourced or managed by Bespoke Advisory in order to provide the Client a more comprehensive view of their overall assets & liabilities. Bespoke Advisory will discuss your specific investment goals and design a strategy to try and achieve your investment goals. Bespoke Advisory 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**. When providing asset management services, you can choose whether you’d like us to provide services on a **discretionary** basis (we will have the authority to determine the type and amount of securities to be bought or sold in your account) or a **non-discretionary basis** (we will have to confirm any trades in your account with you before we place them). For more information about investment authority, please see **Item 16** of our **Form ADV Part 2A**.

Family Office Services: Bespoke Service Company LLC (“BSC”), an affiliate of Bespoke Advisory may provide non-advisory family office services that may include, but are not limited to, comprehensive analysis of existing estate plans, tax return and cash flow analysis with Client tax advisors, cash flow mapping, wealth transfer and related gift and estate tax planning analysis and coordination with the Client’s estate planning advisors, philanthropy and charitable gift strategy, planning and implementation, lifestyle support services, payment processing including bill pay, support in acquiring and disposing of major assets, family governance development and implementation, family education and transition planning, roles on family committees, working with the Client’s existing legal, accounting and tax teams for effective implementation of comprehensive strategies and other services typically undertaken by family offices on behalf of their Clients. These non-advisory services may result in additional fees that will be negotiated and agreed to with a Client on an individual basis. Please see **Item 4** of our **Form ADV Part 2A** for more information.

Assets Under Management Fee Minimums: Bespoke Advisory typically requires a minimum of \$25,000,000 of investable assets in order to be a Client of Bespoke Advisory. To reach this minimum, Clients can aggregate all household accounts.

What Fees Will I Pay?

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?*

Description of Principal Fees & Costs: Fees charged for our asset management services are charged on an annual fee based on a percentage of assets managed or advised, calculated in accordance with each Client’s advisory agreement. The management fee is typically a percentage based on the market value of all assets in the account, including cash holdings and is generally paid to Bespoke Advisory quarterly in arrears. The annual fee for asset management services will be based upon a fee schedule with a maximum advisory fee of 1.25%, based on the total assets under management.

When engaging us for asset management services, you may also incur other fees and expenses. The broker-dealer/custodian on your account may charge you transaction fees for executing trades in your account. Additionally, if we invest in funds with underlying management fees, you will be responsible for those underlying fund fees as well. Please see **Item 5 of our Form ADV Part 2A**.

Additional Information: 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 more information about the fees we charge and the other fees and expenses you will incur, please see **Item 5 of Form ADV Part 2A**.

**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?**

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

Standard of Conduct: When we act as your investment adviser, we are required 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. Our firm only makes money from the management fees and service fees related to activity in your account that you pay us for managing and servicing your account. We do not provide any other services or have other sources of revenue.

We actively manage our own personal accounts while at the same time managing your accounts and other Client accounts. This creates different conflicts of interest for which we have developed procedures to mitigate and control for those conflicts. For more information see **Item 11 of Form ADV Part 2A**.

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**.

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of Financial Professionals: Our financial professionals are paid a fixed salary and do not have any incentive-based compensation structures. All employees of Bespoke Advisory are eligible to receive a discretionary bonus, as determined by management.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

No. Neither the firm, nor our employees have a legal or disciplinary history to report. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

Additional Information About Bespoke Advisory

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 speak to if I have concerns about how this person is treating me?

Additional information about Bespoke Advisory is available at <http://bespokeadvisory.io/>. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov>. If you would like a copy of our Form ADV Part 2A disclosure brochure and/or have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at (877) 777- 6845, where you will speak to an investment advisor, who is a representative of the firm. If you have concerns about your financial advisor, you may request to speak to the Chief Compliance Officer at Bespoke Advisory.