

# Form ADV Part 3 – Client Relationship Summary (CRS)

A Summary of Your Advisory Relationship with Greatmark Investment Partners, Inc.

## Item 1: Introduction

GREATMARK INVESTMENT PARTNERS, INC. is an investment adviser registered with the Securities and Exchange Commission offering investment advice and services. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. This document gives you a summary of the types of services and fees we offer. 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 broker-dealers, investment advisers, and investing.

## Item 2: Relationships and Services

*Conversation starter: 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 investment services and advice can you provide me?** Our firm primarily offers portfolio management and investment advisory services to retail clients. We review your portfolio, and implement an investment strategy and investments. As part of our standard services, we typically monitor client accounts at least quarterly. Our firm has discretionary management without any material limitations. We limit the types of investments that are recommended since not every type of investment vehicle is needed to create an appropriate portfolio. Our minimum account size is \$100,000. As part of our investment advisory services, we sometimes provide limited financial planning. Please also see our Form ADV Part 2A ("[Brochure](#)"), specifically Items 4 & 7.

## Item 3: Fees, Costs, Conflicts, and Standard of Conduct

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

**What fees will I pay?** Our fees vary depending on several factors. Our fees are based on a percentage of your assets under our management. The more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. Our fee schedule is higher for common stocks and equities than it is on bonds and other fixed income, including cash, and mutual funds, closed end funds, and ETFs. We have an incentive to recommend common stocks for your account to increase our fee. In limited situations, we may be willing to agree to a fixed fee arrangement based on the amount of work we expect to perform for you, so material changes in that amount of work will affect the advisory fee we quote you. All portfolio management fees are charged in arrears, following the end of each quarter. You pay our fees even if you do not have any transactions. Please also see our [Brochure](#), specifically Items 5, 6, & 7.

Date: 06/02/2020



# Form ADV Part 3 – Client Relationship Summary (CRS)

## A Summary of Your Advisory Relationship with Greatmark Investment Partners, Inc.

Some investments (e.g., mutual funds, variable annuities, etc.) impose additional fees (e.g., transactional fees and product-level fees) that reduce the value of your investment over time. The same goes for any additional fees you pay to a custodian. Additionally, you will pay transaction fees, if applicable, when we buy or sell an investment for your account. **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.** Please also see our [Brochure](#) for additional details.

**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. We discussed several of those conflicts in the earlier answer to ‘What fees will I pay?’.*

**How do your financial professionals make money?** Greatmark receives advisory fees from you and our other clients. This compensation may vary based on different factors, such as those listed above in this Item. Our financial professionals receive cash compensation through a salary and bonus which may be based on the amount of client assets they service. Neither Greatmark nor any of our professionals receive any compensation or commissions from the sale of securities or investment products such as mutual funds. Please also see Item 10 of our [Brochure](#) for additional details.

### Item 4: Disciplinary History

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

**Do you or your financial professionals have legal or disciplinary history?** No. We do not have legal and disciplinary events. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple tool to research us and our financial professionals.

### Item 5: Additional Information

**Conversation starter:** *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?*

For additional information on our advisory services, see our [Brochure](#) available at <https://adviserinfo.sec.gov/firm/summary/105267> and any individual brochure supplement your representative provides. If you have any questions, need additional up-to-date, or want another copy of this Client Relationship Summary, then please contact us at 706-327-2128.

Date: 06/02/2020



# Form ADV Part 3 – Client Relationship Summary (CRS)

A Summary of Your Advisory Relationship with Greatmark Investment Partners, Inc.

## Exhibit A – Material Changes to Client Relationship Summary

This is the initial version of the Client Relationship Summary. There are no material changes.

Date: 06/02/2020

