

Form ADV Part 3 - Client Relationship Summary

Date: 07/20/2023

Item 1: Introduction

GOALVEST ADVISORY LLC is an investment adviser registered with the Securities and Exchange Commission offering advisory accounts 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. Please visit www.investor.gov/CRS for free, simple tools to research firms and financial professionals, as well as educational materials about broker-dealers, investment advisers, and investing.

Item 2: Relationships and Services

Questions to ask us: 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 the following investment advisory services to retail clients: portfolio management (we review your current portfolio, recommend an investment strategy, and implement and monitor your investments) and financial planning (we assess your financial situation and provide advice and strategies to meet your goals). As part of our standard services, we typically monitor client accounts on a daily basis. Our firm has discretionary management without any material limitations. We limit the types of investments that are recommended to each client based on their goals and objectives since not every type of investment vehicle is appropriate for each client. Our minimum account size is \$1,000,000. Please also see our [Form ADV Part 2A](#), specifically Items 4 & 7.

Our investment management team has been selecting securities and building portfolios for clients since 2004. We have made recommendations and built portfolios for over 800 families.

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

Questions to ask us: 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 the services you receive. The amount of assets in your account affects our advisory fee; 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. For hourly fee arrangements, each additional hour (or portion therefore) we spend working for you would increase the advisory fee. Our fixed fee arrangements are 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 quarterly in advance using the prior quarter's ending balance to calculate the next quarter's fee. Financial planning fees are charged either with an upfront payment and monthly ongoing or are charged quarterly in advance. You pay our fees even if you do not have any transactions and the advisory fee paid to us generally does not vary based on the type of investments selected. Please also see Items 4, 5, 6, 7 & 8 of our [Brochure](#).

Some investments (e.g., mutual funds, exchange traded funds, etc.) impose additional fees (e.g., transactional fees, expense ratios, 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 such as wire fees. **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.**

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 with. We earn more money the more assets you invest with us. The only way we earn our fees is either through an annual management fee charged on assets under management or a financial planning fee. We do not get referral fees, commissions on any products used or any other type of compensation besides the fee you pay us.

GVA may recommend investments in its private funds to suitable clients. This presents a conflict of interest in that GVA or its related persons may receive more compensation from investment in the fund than from other investments. Nevertheless, GVA acts in the best interest of the client consistent with its fiduciary duties and clients are not required to invest in the private fund if they do not wish to do so.

How do your financial professionals make money? Primarily, we and our financial professionals receive cash compensation from the advisory services we provide to you because of the advisory fees we receive from you. This compensation may vary based on different factors, such as those listed above in this Item. (Higher assets under management or more time spent on financial planning).

Item 4: Disciplinary History

Questions to ask us: As a financial professional, do you have any disciplinary history? For what type of conduct?

Do you or your financial professionals have a legal or disciplinary history? No, we do not have legal and disciplinary events. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.

Item 5: Additional Information

Questions to ask us: 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/285374>.

Or visit our website at www.goalvestadvisory.com. If you have any questions, need additional information, or want another copy of this Client Relationship Summary, then please contact us at (917) 215-6141.

[Exhibit A - Material Changes to Client Relationship Summary](#)

GoalVest Advisory, LLC will recommend investments in a private fund to those clients for which the investment is suitable.