



FORM ADV Part 3 – CRS (Client Relationship Summary)

❖ INTRODUCTION

Insight Investment Counsel (IIC) is registered with the Securities and Exchange Commission as an Investment Adviser and provides advisory services rather than brokerage accounts and services. We think it is important that you understand how brokerage and advisory services and fees differ. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS> which also provides educational materials about broker dealers, investment advisers and investing.

❖ WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

IIC offers investment advisory services to retail investors through separate accounts. Our clients include individuals & families, trusts & estates, charities, and corporate pension and profit-sharing plans. Accounts are usually “discretionary” which means that you give us the authority to buy and sell securities for your portfolio without asking you in advance. “Non-discretionary” accounts allow you to make the ultimate decision regarding the purchase and sale of investments. You may impose reasonable restrictions.

We will discuss your investment goals, design and implement a strategy with you to achieve those goals, and continuously monitor your securities. Portfolios are reviewed quarterly as part of our standard service. We will meet with you at least once a year to review your portfolio and to ensure that our strategy is still consistent with your goals.

Investments we make for your portfolio may include U. S. and foreign stocks and bonds as well as mutual funds and exchange traded funds (ETFs) which invest in those types of securities.

We do not offer any proprietary investment products in which we have a financial interest.

We generally require a minimum of \$1,000,000 in liquid, actively managed assets. This amount may be negotiable under certain circumstances.

For more information, please see Items 4 & 7 of our Form ADV, Part 2A Brochure found at <https://adviserinfo.sec.gov/firm/brochure/172511>

❖ WHAT FEES WILL I PAY?

IIC investment advisory fees are “asset-based fees”, meaning that they are computed as a percentage of your assets under our management. Fees may vary based on type of investments. For example, a portfolio of all bonds will have a different advisory fee than an all stock portfolio. Our maximum annual fee is 1%. Fees are paid quarterly in advance and are deducted directly from your account. Under certain circumstances we may negotiate alternative fees on a client-by-client basis. Discounts, not generally available to you, may be offered to family members and friends of associated persons of our firm.

If consistent with your investment goals we may invest your assets in pooled investments such as mutual funds or exchange traded funds (ETFs). These funds charge additional fees which will reduce the value of your investments over time. IIC may receive sponsorship from various Mutual Fund companies. The monetary sponsorship is given for educational seminars and conferences offered by us. Thus, a conflict of interest may exist with respect to recommendations to buy or sell such funds that offer sponsorship.

In addition to our advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker dealers, including, but not limited to, any transaction charges imposed by a broker dealer.

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?*

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.

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?*

For additional information regarding our fees and costs, please see Item 5 of our Form ADV, Part 2A Brochure found at <https://adviserinfo.sec.gov/firm/brochure/172511>

❖ 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/s 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.

- ❖ The more assets there are in a retail investor's account the more the investor will pay in fees, and the adviser may therefore encourage the investor to increase the assets in his/her account.
- ❖ Advisers provide different investment strategies with varying fee schedules. This may create a conflict as the advisor may encourage a higher fee strategy.
- ❖ IIC's receipt of economic benefits creates a conflict of interest since these benefits may influence our choice of broker-dealer over another that does not furnish similar economic benefits.

Questions to ask us:

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

For additional information, please see Items 10, 11, 12 & 15 of our Form ADV, Part 2A Brochure found at <https://adviserinfo.sec.gov/firm/brochure/172511>

❖ HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial professionals are paid a base salary and are eligible for bonuses based on individual and firm performance.

❖ DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

Questions to ask us:

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

No. You can visit www.Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

ADDITIONAL INFORMATION

Please ask us for more information if you still have questions. There is additional information on IIC in our Form ADV Part 2A brochure which is available at <https://adviserinfo.sec.gov/firm/brochure/172511>. If you wish to receive a copy of this Relationship Summary or more information, please contact us at 310-426-6322, or email us at Russ@insightinv.com.

Questions to ask us:

★ *Who is my primary contact at Insight Investment Counsel if I have further questions?*
★ *Is he or she a representative of an investment adviser or a broker-dealer?* ★ *Whom can I talk to if I have concerns about how this person is treating me?*