

## Form ADV Part 3: *Customer Relationship Summary* Compass Capital Management, LLC

### Introduction

Compass Capital Management is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

### What Investment Services and Advice Can You Provide Me?

**Description of Services:** Compass Capital Management offers the following investment advisory services to retail investors. *(1) Financial Planning Services* involve us creating a written financial plan for you which covers mutually agreed upon topics. *(2) Asset Management and Advisement Services:* which involves us providing you with continuous and on-going supervision over your accounts. We will continuously monitor your accounts and make trades in your designated account(s) or suggest you make trades on your own within your accounts when necessary. We will discuss your investment goals and design a strategy to try and achieve your investment goals. We will contact you at least annually to discuss your portfolio. Our asset management services are offered through wrap fee accounts. When engaging us for 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**. *(3) Outside Money Managers* which involves us referring clients to outside, or unaffiliated, money managers through the WealthPort Wrap Programs sponsored by Cambridge Investment Research Advisors, Inc. For more information about our services, please see **Item 4** of our **Form ADV Part 2A**.

**Limited Investment Offerings:** We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios suitable for your specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer's platform. When providing you services, we do not recommend or offer advice on any proprietary products.

**Account & Fee Minimums:** We require a minimum of \$25,000 in order to open an account managed by us.

**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? What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

### What Fees Will I Pay?

**Description of Principal Fees & Costs:** Fees for non-financial planning services are charged based on a percentage of assets under management. Your annual fee for asset management services will be based upon a fee schedule which ranges between 0.80% and 1.75%. The annual fee is divided and billed on a quarterly basis. Because our fee is based upon the value of your account we have an incentive to recommend that you increase the level of assets in your account. Our Asset Management Services program is a wrap fee program which means that the fee you pay us covers both our advisory services and the transaction fees imposed by the broker-dealer. Since a wrap fee covers transaction expenses it tends to be higher than non-wrap fee alternatives. You will also be charged internal fees and expenses by the funds we invest in within your account. For more information about the fees we will charge you and expenses you may incur, please see **Item 5** of our **Form ADV Part 2A** and **Item 4** of our **Form ADV Part 2A: Appendix 1**.

Most of our clients receive financial planning services in connection with the management of their accounts and we do not charge an additional, or separate, fee for financial planning. However, some clients pay an hourly fee, in addition to our asset management fee, of \$250. In these situations, you will pay in advance a mutually agreed upon retainer, equal to five-hundred dollars (\$500) or one-half (1/2) of the anticipated fee, whichever is less, that will be available for us to bill hourly fees against. Any unpaid hourly fees are due immediately upon completion and delivery of the financial plan. We also offer the LifePlan Builder Service for an annual fixed, that does not exceed \$263.88.

**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**.

**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?*

***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?***

**Standard of Conduct:** 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. Here are two examples to help you understand what this means. (1) To the extent we recommend you roll over your account from a current retirement plan to an individual retirement account (“IRA”) managed by us and subject to our asset-based investment advisory fees, this is a conflict of interest because we have a financial incentive to recommend that you move your IRA to us even if it is not in your best interest. For more information about this conflict and our procedures to mitigate the conflict, see **Item 4** of our **Form ADV Part 2A**. (2) Our investment adviser representatives receive economic benefits as a result of sales activities directed to them, including but not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, tools to assist us in providing various services to clients such as reporting programs and portfolio analysis and direction of brokerage transactions to our broker/dealer. For more information, see **Item 12** and **Item 13** of our **Form ADV Part 2**.

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

**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 IARs:** We compensate our investment adviser representatives based on the level of assets that the representative brings in to us. This creates a conflict of interest as it gives your representative an incentive to recommend you invest more in your account with us due to the potential for increased payments. Our representatives are also licensed insurance agents and receive commissions for selling insurance products. This creates a conflict of interest when the representative recommends you purchase insurance products through him or her. Our representatives are registered representatives of Cambridge Investment Research, Inc., a securities broker-dealer, and receive commissions for selling securities in commission-based brokerage accounts, which creates a conflict of interest.

**Additional Information:** For more information about these conflicts of interest, please see **Item 10** of our **Form ADV Part 2A**.

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

**No.** You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

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

***Additional Information About Compass Capital Management***

Additional information about us and a copy of this relationship summary are available on the Internet at <https://www.compasscapitalmgt.com/>. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/150170>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at 918-423-3222.

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