



Form CRS

Customer Relationship Summary

Item 1 Introduction

TriCord Advisors, Inc. (hereinafter “TriCord,” “we” or “us”) is registered with the Securities and Exchange Commission as an Investment Adviser.

Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. The SEC offers free and simple tools to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS) which also provides information tailored to educate retail investors about financial professionals.

Item 2 Relationships and Services

What investment services and advice can you provide me?

Our firm offers the following principal investment advisory services to retail investors.

Our firm provides investment discretion for the following services. If you invest on a discretionary basis, our firm will buy and sell investments in your accounts without requiring your pre-approval on an ongoing basis until you notify us in writing to switch.

- Portfolio management—monitored continuously as part of our standard service. TriCord does not have any material limitations for this service.
- Buying and selling securities—monitored continuously as part of our standard service. TriCord does not have any material limitations for this service.
- Investment recommendations—monitored continuously as part of our standard service. TriCord does not have any material limitations for this service.
- Personal investment strategies—monitored continuously as part of our standard service. TriCord does not have any material limitations for this service.

Our firm offers non-discretionary services listed below, which means that you make the ultimate decision regarding the purchase or sale of investments.

- Financial planning—our firm does not monitor your accounts.
- Retirement planning—our firm does not monitor your accounts.
- Estate planning—our firm does not monitor your accounts.
- Other services: Financial Institution Consulting Services—our firm does not monitor your accounts.

A minimum of \$500,000 in assets under management is required for this service resulting in a minimum annual fee of \$6,000. This account size may be negotiable under certain circumstances.

For additional information including minimum investment amounts, please see

<https://adviserinfo.sec.gov/firm/brochure/155749> for our Form ADV, 2A brochure (Items 4 and 7 of Part 2A or Items 4.A. and 5 of Part 2A Appendix 1).

Conversation Starter. *We encourage you to ask your financial professional:*

- *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?*

Item 3 Fees, Costs, Conflicts and Standard of Conflict

What fees will I pay?

Our fees can be assessed quarterly and are disclosed in our Form ADV Part 1A, Item 5.E. and more fully described in our Form ADV Part 2A, Items 5.A., B., C., and D. Some fees create a conflict of interest described below and in more detail in our Firm's Part 2A.

- If our firm charges you asset-based fees, more assets in the account will cause you to pay more in fees and therefore we may have an incentive to encourage you to increase the amount of money invested in those accounts.
- If our firm charges hourly fees, our firm has an incentive to recommend specific courses of action through the firm's services that may lead to representatives and/or the firm receiving additional compensation.

There are other fees and costs related to our investment advisory services and investments in addition to the principal fees and costs listed above that you will pay directly or indirectly. Examples of the most common fees and costs are insurance fees and Financial Planning and Consulting 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.

For additional information, please see Item 5 of our Form ADV, 2A Brochure (Part 2A) available at:

<https://adviserinfo.sec.gov/firm/brochure/155749>.

Conversation Starter. *We encourage you to ask your financial professional:*

- *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?

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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

- As mentioned above, the more assets the client has in his/her account, the more we receive in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account.

Conversation starters. *Ask your financial professional:*

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

For more detailed information about our fees and costs please review our Form ADV, Part 2A brochure (specifically Items 5.A., B., C., and D.) which can be found at <https://adviserinfo.sec.gov/firm/brochure/155749>.

How do your financial professionals make money?

- Salary and Profit Sharing.

Item 4 Disciplinary History

Do you or your financial professionals have legal or disciplinary history?

No. Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters. *Ask your financial professional:*

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

Item 5 Additional Information

You can find additional information about our services and request a copy of the relationship summary by visiting www.tricordadv.com; emailing at chris@tricordadv.com or calling us at 951-684-7011.

Conversation starters. *Ask your financial professional:*

- *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?*