



SHORELINE
ASSET MANAGEMENT, LLC
REGISTERED INVESTMENT ADVISOR

Client Relationship Summary (Form CRS)

Item 1: Introduction

SHORELINE ASSET MANAGEMENT, LLC is registered with the Securities and Exchange Commission (“SEC”) as an investment advisor. Investment advisory services and compensation structures differ from that of a registered broker-dealer, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2: Relationships and Services

What investment services and advice can you provide me? We provide the following investment advisory services to individuals, business owners, trusts and estates (our “retail investors”):

Wealth Advisory Services consist of financial planning and discretionary investment management services. We will meet with you to understand your current financial situation, goals and risk tolerance. Based on what we learn, we will recommend an investment strategy for your portfolio, that is continuously monitored (no less than quarterly), and if necessary, rebalanced to meet your changing needs or stated goals. Unless you impose restrictions on our discretionary authority, we shall have the authority, without prior consultation, to buy, sell, trade and allocate the investments within your account(s) consistent with your chosen investment strategy. We limit the types of investments that are recommended to mutual funds, exchange traded funds (“ETFs”) and/or individual fixed income securities (e.g., bonds, CDs, treasuries, etc.) to create a diversified portfolio. Our firm does not have a minimum account size.

Retirement Plan Services consist of investment advisory services to business owners that sponsor an existing employer provided retirement plan (e.g. 401k, 403b, 457, etc.) or want to sponsor a new retirement plan for their employees.

Tax Preparation Services which are offered through our sister company Shore & Company, P.C., for a separate fee and under a separate written agreement. Please note, our firm does not serve as a CPA firm and you are under no obligation to engage Shore & Company, P.C. for tax or accounting services.

For additional information: Please reference our firm’s Form ADV Part 2A (“Brochure”), specifically Items 4, 7, 10 & 16.

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?

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

What fees will I pay? Our firm’s investment advisory fees are charged on a percentage of assets under management for wealth advisory services or a percentage of assets within an employer sponsored plan for retirement plan services. Our fee percentages vary depending on the services you receive and the market value of your account(s). Specifically, fees are computed and billed quarterly, in advance, and are based on the market value of your account(s) on the last day of the month in the prior quarter. We deduct our fees from one or more of your accounts. New accounts are charged a prorated fee for the remainder of the quarter in which the account is first traded.

Since the amount of assets in your account(s) affects our advisory fee; the more assets you have in your advisory account(s), the more you will pay us in fees, and thus we may therefore have an incentive to encourage you to increase the assets in your account. You pay our fee even if you do not have any transactions and the advisory fee paid to us does not vary based on the type of investments selected. Additionally, you will pay fees and costs whether you make or lose

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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.

Other Fees and Costs: Some investments (e.g., mutual funds, ETFs) impose additional internal fees (e.g., management fees and other fund expenses) that reduce the value of your investment over time. You will also pay fees to the qualified custodian holding your investment assets when we buy and sell investments for your account(s) or initiate certain transfers on your behalf. These costs are in addition to the advisory fees you pay to our firm.

What are your legal obligations to me when acting as my investment advisor? 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. As an example, we may recommend a particular custodian to custody your assets, and we may receive support services from that same custodian, some services assist us to better monitor and service your account while others may be for the benefit of our firm. We may also recommend that you roll over your retirement plan assets into an account managed by us and which we may earn new, or an increase, in current advisory fees as a result of the rollover. Finally, if you want us to provide tax preparation or accounting services to you through our separate, but affiliated, CPA firm, then your investment advisor may receive additional compensation for the tax or accounting services performed. Please note, you are under no obligation to engage any affiliated firm for tax or accounting services.

Our firm and your investment advisor are held to a fiduciary standard that covers our entire investment advisory relationship with you. When our interests' conflict with your interests, we must tell you about them in a way you understand.

How do your financial professionals make money? Our firm is compensated on a "fee-only" basis, which means we receive no sales-related compensation. By not earning commissions or accepting any third party revenue we strongly feel this, along with our fiduciary duty to you, minimizes our conflicts of interests to ensure we are completely focused on you. Our financial professionals share in the firm's advisory fees received based on such factors as number of clients served, tenure, and level of experience. Additionally, our financial professionals may earn a discretionary bonus annually based on the firm's performance. We encourage you to ask your financial professional questions about their compensation.

For additional information: Please reference our firm's Brochure, specifically Items 4, 5, 6, 7, 8 & 10.

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?

Item 4: Disciplinary History

Do you or your financial professionals have legal or disciplinary history? No, neither our firm or our investment advisor representatives have any legal and disciplinary events to report. Visit www.investor.gov/CRS for a free, simple search tool to research us and our financial professionals.

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

Item 5: Additional Information

For additional information on our investment advisory services, see our [Brochure](#), available at <https://adviserinfo.sec.gov/firm/summary/121764>, and any individual brochure supplement your investment advisor representative provides. If you have any questions, would like additional, up-to-date information, or want another copy of this Client Relationship Summary, then please contact us at 765-593-2487.

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?