

FORMIDABLE ASSET MANAGEMENT, LLC RELATIONSHIP SUMMARY

March 30, 2021

What investment services and advice can you provide me?

Formidable Asset Management, LLC is an investment adviser registered with the Securities and Exchange Commission. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker dealers, investment adviser, and investing.

What investment services and advice can you provide me?

We provide investment management, financial planning, Pension Consulting, typically bundled together for a **single ongoing asset-based fee based upon the value of cash and investments in the advisory account**. We are also an advisor to ETFs. Unless you are a financial planning-only client we will meet with you to discuss your concerns and objectives and walk you through our investment process and philosophy. We will examine your current financial situation, and then work with you to identify an appropriate investment strategy, considered in the context of your overall financial plan, investment objectives, and risk tolerance. Based upon these conversations, we will select an appropriate asset allocation based upon your unique objectives, goals, and risk tolerance. Detailed information about our services, fees and other disclosures may be found in our Form ADV Part 2A.

All client portfolios are generally invested in a mix of no-load mutual funds, exchange-traded funds, and a small allocation to cash or cash equivalents, although some client accounts may contain inherited positions (non-traded REITs or other securities) until we are able to employ a suitable divesting strategy. Our investment management program provides **discretionary** account management monitored on a continuous basis by our firm's Portfolio Manager, who is responsible for ensuring that your account is managed according to your investment objective and risk tolerance. Reasonable restrictions on the management of your account(s) may be imposed on our firm. As a manager to ETFs, we will recommend those investments to our clients when appropriate and suitable for them.

Clients of Numovo receive asset allocation services only. The program's automated online platform guides clients through a risk tolerance questionnaire and a suitable portfolio is selected and implemented on our behalf. Numovo has no accounts minimum. **For additional information, please see Noumovo's Disclosure Brochure.**

Conversation Starters. 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?*

What fees will I pay?

You will be charged an **ongoing management fee** based on the assets under management in accordance with the fee schedule in your agreement. Fees are typically charged quarterly in advance based on the last day of the previous quarter. The firm's current fee schedules are described in Item 5 of the Form ADV Part 2. New clients may be required to pay a **non-refundable engagement fee** which covers the front-end administrative work necessary to bring on new clients of the firm. If you receive a non-bundled financial plan, you will be charged a **flat financial planning fee** on a per-plan basis. Clients also pay additional fees and costs, such as: Custodian fees, fees related to mutual funds and ETFs; and transaction 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 Formidable's Form ADV, Part 2A brochure Items 4, 5 and 7.

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

- Our firm has an inherent conflict of interest in recommending you rollover or transfer your accounts to an account managed by Formidable since we have an incentive to generate compensation for the firm.
- Our firm includes personnel who also own interests in other business entities, which creates a conflict of interest when the firm recommends the use of those business' services.
- Our Firm manages ETFs—and recommends these investments to our clients when appropriate and suitable. We receive additional compensation from managing these investments. This creates a conflict when we recommend the investment(s).
- Many of the financial professionals at our firm are licensed insurance agents and receive commission for sale of those products, therefore we have conflict of interest when we recommend these products.

For additional information, please see Formidable's ADV Form 2, Item 10.

Conversation Starters. Ask your financial professional –

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

How do your financial professionals make money?

Formidable Financial Professionals (Portfolio Managers) are paid a percentage of the asset under their management. Sometimes compensation may include a salary and/or discretionary bonuses. Financial Professional may also earn commissions for insurance. We also make money managing ETFs.

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

No. Visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research us 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?

Additional Information

For additional information about our services, including up-to-date information about the firm and/or a copy of this disclosure, please call Jason Wainscott at (513) 655-5561. To report a problem to the SEC, visit [Investor.gov](https://www.investor.gov) or call the SEC's toll-free investor assistance line at (800) 732-0330. If you have a problem with your investments, investment account or a financial professional, you may contact us in writing at 221 East Fourth Street, Suite 2700, Cincinnati OH 45201. You may also view much of this information utilizing our firm's Form ADV brochure on IAPD on [Investor.gov](https://www.investor.gov) and any brochure supplement a financial professional provides for additional information.