

Item 1. **Introduction** CooksonPeirce <https://www.cooksonpeirce.com/> is registered with the Securities and Exchange Commission (SEC) [SEC.gov](https://www.sec.gov/) | [HOME](#) as an investment adviser. 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 [www.investor.gov/CRS](http://www.investor.gov/CRS) which also provides educational materials about broker-dealers, investment advisers, and investing.

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Item 2. **Relationships and Services** **What investment services and advice can you provide me?** We offer wealth and investment advisory services to individuals, including high-net worth individuals and organizations through financial planning and investment management manufactured in house.

Founded in 1984, CooksonPeirce develops and delivers investment strategies using a proprietary, time-tested process that focuses on hard data and analytics. This removes emotion from the financial investment equation, replacing it with continuous evaluation and regimented decision making. Our strategies most often involve individual stocks, bonds and exchange traded funds. Our process paired with proactive planning prepares our clients for retirement, tax, estate, education and cash flow needs.

**Monitoring** - We regularly monitor each account on an ongoing, continuous basis. CooksonPeirce conducts account reviews on a monthly basis to ensure your investments are in line with your investment objectives.

**Investment Authority** - Our clients grant us ongoing discretionary authority to manage their accounts, which means that we can buy and sell investments on behalf of our clients without seeking permission on a trade-by-trade basis.

**Account Minimums and Other Requirements** - We accept clients with a minimum of \$1,000,000 of investible assets. Assets of family members are aggregated for purposes of meeting this minimum.

**Additional information about CooksonPeirce services is available on Part 2 of our Form ADV, which is available at <https://adviserinfo.sec.gov/>**

**Conversation Starter. 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?**
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Item 3. **Fees, Costs, Conflicts, and Standard of Conduct** **A. What fees will I pay?** CooksonPeirce charges clients an investment management fee that is based on both the value of each client's assets under management and asset type. Fees are charged quarterly in advance, based on account values at the start of each quarter. Fees will be deducted from your account and may be subject to negotiation at the sole discretion of management. If the advisory relationship is terminated before the last day of the quarter, fees will be prorated and refunded accordingly. Our firm's fees generally increase as client accounts grow, so we have an incentive to grow our clients' assets under our management. Additional information about our firm's fees are included in Item 5 of Part 2 of Form ADV, available at <https://adviserinfo.sec.gov/>

In addition to CooksonPeirce investment management fee, clients could bear transaction fees when we buy or sell investments. Clients may also pay fees to the broker-dealer or bank that maintains each account (called "custody" fees). Our firm could also purchase exchange traded funds for a

portion of clients' portfolios. Such investment vehicles pay their own management, transaction, and administrative fees and expenses, and those fees and expenses are indirectly borne by the investors in those vehicles, including CooksonPeirce's clients.

**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.**

*Conversation Starter. Ask your financial professional –*

- *Help me understand how these fees and costs might affect my investments. If I give you \$500,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

**B. 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 to you. Here is an example to help you understand what this means:

- When you are charged an asset-based fee, the more assets there are in your account, the more you will pay in fees. It will benefit CooksonPeirce to recommend that clients increase the assets in your account and make IRA rollovers from 401(k) plans to accounts managed by CooksonPeirce.

Additional information about conflicts of interest between CooksonPeirce and its clients is available in Part 2 of our Form ADV, which is available at <https://adviserinfo.sec.gov/>

*Conversation Starter. Ask your financial professional –*

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

**C. How do your financial professionals make money?**

CooksonPeirce financial professionals receive a salary and may receive a one-time bonus based on obtaining new assets under management. Compensation is set with the intention of attracting and retaining highly qualified professionals.

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Item 4.  
**Disciplinary  
History**

**Do your financial professionals have legal or disciplinary history?** No – For the Firm. Yes – For one of our financial professionals. Visit [www.investor.gov/crs](http://www.investor.gov/crs) for a free and simple search tool to research us and our financial professionals.

*Conversation Starter. Ask your financial professional –*

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

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Item 5.  
**Additional  
Information**

**Additional information about our services** can be found at <https://adviserinfo.sec.gov/>. If you have any questions about the contents of this brochure or would like to request a copy of this relationship summary, please contact Robin Miller at 412-471-5320.

*Conversation Starter. 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?*