Alpha CAPITAL MANAGEMENT

A Summary of Your Advisory Relationship
Form CRS

Alpha Capital Management is registered with the Securities and Exchange Commission (SEC) 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 https://Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

Relationships & Services

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

We offer custom investment advisory services to retail investors constructed and managed to meet your unique goals, objectives and risk tolerance. As part of our standard services, we will design, revise reallocate and **monito**r a custom portfolio for you, generally using stocks, exchange-traded funds and mutual funds. We offer you discretionary investment advisory services. When you grant us **discretionary authority,** you provide us the ability to determine the nature and type of securities to be purchased and sold, the amount, timing and the executing broker to be used. Your account will be managed on the basis of your financial situation and in accordance with any reasonable restrictions you request. We can also assist you on a **non-discretionary** basis, providing you periodic recommendations, and if you approve them, we ensure that your authorized recommendations are implemented. In cases where we have **non-discretionary** trading authority, you are responsible for making your own trading decisions.

Limited Investment Offerings: You have the ability to restrict us from trading in a certain security or sector.

Account Minimums and Other Requirements: We have a minimum account size of $100,000 and will aggregate related accounts in the same household to meet account minimums. Exception to fees, minimum account sizes and services are negotiable and may be waived at our discretion.

Additional Information. Please see Items 4,5,7,8 and 16 of our **Form ADV, Part 2A** Brochure

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?**

Fees, Costs, Conflicts & Standard of Conduct

WHAT FEES WILL I PAY?

We are compensated as a percentage of the value of the accounts we manage, charged quarterly, in arrears. A minimum quarterly fee of $50 for each account/household will apply. The more assets there are in your account, the more you will pay in fees and we may therefore have an incentive to encourage you to increase the assets in your account. Fees paid to us for investment advisory services are separate from the fees and expenses charged by exchange-traded funds, mutual funds, money market funds, private placements, pooled investment vehicles, broker-dealers, and custodians.

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 and review our **Form ADV, Part 2A** Items 5, 6 and 12 and other applicable documents.

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Conversation Starters: **Help me understand how these fees and costs might affect my investments. If I give you $100,000 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 ADVISOR? HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS OF INTEREST TO YOU HAVE?

When we act as your investment adviser and fiduciary, we must 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. For example, we recommend that you use specific custodians. We receive some economic benefits from those custodians in the form of the support, products and services made available to us. In light of our arrangements with those custodians, a conflict of interest exists between our interests and yours because we have incentive to recommend them based on the benefits we receive.

Additional Information: For more information on our conflicts of interest, see our **Form ADV, Part 2A Brochure.**

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

HOW DO YOUR PROFESSONALS MAKE MONEY?

Our personnel receive a salary and a discretionary bonus based on individual performance and the success of the firm.

Disciplinary History

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

Yes. Legal.

Additional Information: Please refer to Item 9 of our **Form ADV, Part 2A Firm Brochure** or visit https://Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

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

ADDITIONAL INFORMATON

If you would like additional, up-to-date information or a copy of this disclosure, please visit our website https://www.alphacapm.com, call 512-322-9318 or email us at email: info@alphacapm.com

***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?**