

Form CRS
Todd Asset Management LLC
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Item 1 Introduction

Todd Asset Management LLC 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 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 provides continuous investment advisory services to retail investors based on investment objectives established by you. We offer various investment strategies built from our intrinsic value philosophy. Your account will be invested in a strategy we feel meets your investment objectives and risk tolerance. As part of a strategy, certain aspects of your account are reviewed on a daily basis, all accounts are reviewed on a monthly basis. Generally we have full investment discretion over the investments in your account. Investing on a discretionary basis, means our firm will buy and sell investments in your account without requiring pre-approval. You may impose reasonable restrictions on investing in certain securities or industry sectors. All these items will be detailed in an investment advisory agreement we both sign.

For additional information including minimum investment amounts, please see www.toddasset.com or our [Form ADV, 2A brochure](#) (Items 4, 7, 8, and 13)

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 annual fees are based on a percentage of assets under management in your account. The fees are payable quarterly, either in advance based on assets as of the beginning of the quarter, or in arrears based on assets as of the end of the quarter. The annual fee percentage varies based on the investment strategy selected. These annual fees are described in more detail in Item 5 of our [Form ADV Part 2A](#). The more assets in your account, the more you will pay in fees, and the Firm may therefore have an incentive to encourage you to increase the assets in your account.

There are other fees and costs, related to our investment advisory services listed above, that you will pay directly or indirectly to other entities. These may include a fee paid to the custodian holding the investments, commissions paid to brokers when executing trades, mutual or collective fund's internal fees, and in some cases, a broker holding your account, may charge a wrap fee that includes custodial and trade costs.

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 on these items please see Item 5 of our [Form ADV, 2A brochure](#)

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?

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

Trades in your account may be placed with brokers who provide investment research used as part of our investment process. This act may cause the commission rate paid by the account to not be the lowest available commission for executing trades. Please see Item 12 of our [Form ADV, 2A brochure](#) for additional information regarding this conflict. Additional conflicts are noted in various sections of the Form.

Questions to ask us:

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

How do your financial professionals make money?

We pay our professionals in many ways including cash in the form of a base salary, bonus, internal commission based on advisory fee collected, and for Partners a share in Firm profits. Therefore they have the opportunity to earn more when opening more accounts, increasing assets and overall account performance.

Item 4 Disciplinary History

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

Our Firm has experienced no disciplinary events. Visit Investor.gov/CRS for a free and simple search tool to research our firm 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

You can find additional information about our services, and request a copy of the relationship summary by visiting www.toddasset.com; emailing at jpoole@toddasset.com, or calling us toll free at 888 544-8633 or (502) 585-3121. Please see https://www.toddasset.com/pdf/adv2a_firmbrochure.pdf for Form ADV.

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?