

Bassett Hargrove Investment Counsel, LLC

ADV Part 3: Relationship Summary – Form CRS

March 2025

Introduction

Bassett Hargrove Investment Counsel, LLC (“Bassett Hargrove” or “We”) 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 **www.investor.gov/CRS** which also provides information tailored to educate retail investors about financial professionals.

What investment services and advice can you provide me?

Bassett Hargrove provides portfolio management services to retail investors. This service includes managing and trading a client’s account based on his/her particular circumstances and investment goals. Our firm provides continuous portfolio management services on a discretionary basis. If you invest with us on a discretionary basis, we will buy and sell investments in your accounts without requiring your pre-approval for each transaction.

There are no minimum investment amounts or conditions required for establishing an account to be managed by us.

Conversation starters. Consider asking 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?

Our fees are assessed quarterly based on a fixed-percentage of your assets under our management or in some cases a flat fee that is negotiated. Our fees are disclosed and more fully described in our **Form ADV Part 2A Item 5**.

Because our fee in most cases is based on the value of your account we have an incentive to encourage you to increase the level of assets in your account. When engaging us for portfolio management services you will also incur any internal fees of fund expenses for any exchange traded funds of mutual funds in your account. You may also incur other fees, including custodian fees, account maintenance fees and other transactional fees.

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. For more detailed information about our fees please see **Form ADV Part 2A Item 5** which can be found at **<https://adviserinfo.sec.gov/firm/summary/133580>**

Conversation starters. Consider asking 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 providing recommendations 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 you.

The following are examples to help you understand what this means:

- Recommending rollovers from retirement plan assets such as 401(k) accounts to an Individual Retirement Account (“IRA”) that is managed by our firm can increase the amount of advisory fees you will pay.
- Arrangements with custodians of your assets also present a potential conflict of interest as we receive services that are beneficial to us when we recommend you use them to maintain custody of your financial assets.
- The active management of employee personal accounts may present conflicts of interest as transactions may take place in different securities and at different times and prices. We have developed procedures to mitigate, control and monitor for these conflicts. For more information on these policies please see **Form ADV Part 2A Item 11**.

Conversation starters. Consider asking your financial professional: How might your conflicts of interest affect me, and how will you address them?

How do your financial professionals make money?

Our principals share in the net profits of the firm. We, therefore, have an incentive to recommend you increase assets in your account. Administrative staff receive salaries plus bonuses.

Do you or your financial professionals have legal or disciplinary history? For what type of conduct?

No. Please visit **investor.gov/CRS** for a free and simple search tool to research our firm 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 about Bassett Hargrove Investment Counsel, LLC

You can find additional information about our services and request a copy of the relationship summary by emailing admin@bassetthargrove.com, calling us at 610-388-7803 or visiting **bassetthargrove.com**.

Conversation Starters. 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?