



FORM CRS – CLIENT RELATIONSHIP SUMMARY
ALAMAR CAPITAL MANAGEMENT, LLC
AUGUST 18, 2020

Alamar Capital Management, LLC (“ACM”, “Firm”, “we”, “our”, or “us”) is an investment advisory firm registered with the Securities and Exchange Commission (“SEC”). Fees for brokerage and investment advisory services differ and it is important for you to understand the difference. Free and Simple Tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We provide ongoing discretionary investment management services that are based on your goals, objectives, time horizons, and risk tolerances. Discretionary authority allows us to decide the type and amount of securities to be bought or sold for your account and when to invest, without consulting you first. We maintain this discretion until it is revoked (e.g., by termination of our agreement or upon written instruction from you). You may, however, impose conditions or restrictions on your account management, for example prohibiting or restricting transactions in a particular security.

Ask one of our financial professionals the following questions:

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?

Our investment management services begin with both in-person meetings and/or telephonic interviews to gather information regarding your overall investment objectives, goals, and risk tolerance to help determine the appropriate investment strategy for you. We primarily invest in a portfolio of 35-50 stocks selected for your personal strategy. In addition, we also utilize exchange traded funds (ETFs), bonds, mutual funds, put options, other managed accounts, and cash equivalents. We review accounts on an ongoing basis, but typically no less than quarterly. We also perform a review when there is a change to your personal, tax, or financial status or when warranted by market conditions. We generally require minimum initial investment of \$500,000 but reserve the right to negotiate or waive this requirement. For further information about our services and advice please read Items 4, 7, and 8 of our Form ADV Part 2A disclosure brochure. Click [here](http://www.adviserinfo.sec.gov) for a copy or go to www.adviserinfo.sec.gov.

What fees will I pay?

We charge an annual investment management fee that is based on your assets under management (“AUM”) with us, according to our tiered fee schedule. The fee is calculated and assessed quarterly, in arrears, based on the AUM as of the close of business on the last business day of the preceding calendar month. For Alamar Equity accounts, we charge a 1.0% annual fee on the first \$5,000,000 in AUM. The next \$10,000,000 in AUM will incur a 0.75% fee annually, and for any amount over \$15,000,000 we assess a 0.50% fee. The minimum annual fee for Alamar Equity is \$5,000. For Alamar Diversified accounts, the first \$1,000,000 incurs a 1.0% annual fee. The amount from \$1M to \$5M is charged 0.75% annually. For assets between \$5M and \$10M, we charge 0.60%. For any amount over \$10,000,000, the annual fee is 0.50%. The minimum annual fee for Alamar Diversified is \$10,000. We prorate fees based on the number of days the account was open during the quarter. When calculating our fee, the total account value includes cash/equivalents. When calculating AUM, we will aggregate the accounts of you and your spouse, parent, child, partner, or sibling (commonly known as “householding”). We do have clients with different fee structures and calculation methodology than what is stated above.

Ask one of our financial professionals the following questions:

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?

You will pay additional fees to third parties in connection with your managed account. These can include (as applicable), transaction fees, brokerage fees and commissions, retirement plan administration fees, trustee fees, deferred sales charges, 12b-1 fees, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes.

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. *More detailed information about our fees and other costs associated with investing, along with applicable conflicts can be found in Items 5, 10, and 14 of our Form ADV Part 2A disclosure brochure. Click [here](#) for a copy or go to www.adviserinfo.sec.gov.*

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

Ask one of our financial professionals the following questions:

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

We recommend TD Ameritrade, Inc. (“TDA”) and Charles Schwab & Co, Inc. (“Schwab”) to serve as custodian to our clients. We have relationships with TDA and Schwab through which we receive certain products and services at no cost that benefit ACM but do not benefit our clients. Certain of these products and services assist us in managing and administering our clients’ accounts and others help us develop our business. The receipt of such creates a conflict of interest as it gives us an incentive to have

clients custody their assets at TDA or Schwab. *More detailed information about our conflicts of interest can be found in Items 4, 10, 11, 12, and 14 of our Form ADV Part 2A disclosure brochure. Click [here](#) for a copy or go to www.adviserinfo.sec.gov.*

How do your financial professionals make money?

Each of our financial professionals is paid a salary and a discretionary bonus. Neither the salary nor bonus is based on or tied to the number of clients that have been referred to ACM or the types of investment products we recommend to clients. Our Firm is owned by L. John Murphy, our Chief Executive Officer, and George Tharakan, our Chief Investment Officer. John Murphy and George Tharakan earn a regular salary and bonus for their roles with the firm in addition to participating in the profits and losses of the firm as owners. Andrew Fuller and Christopher Crawshaw, Managing Directors of the Firm, engage in outside business activities, which account for a portion of their time and income, and in the case of Mr. Fuller represent a substantial portion (i.e. more than 10%) of his time and income. Additional information about the compensation received by ACM professionals and any related conflicts of interest are outlined in each professional’s Form ADV Part 2B, which can be obtained by calling us at (805) 897-1144.

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

No. Please go to www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Ask one of our financial professionals the following questions:

Who is my primary contact person? Is he or she a representative of an investment adviser or broker – dealer?

Who can I talk to if I have concerns about how the person is treating me?

Ask one of our financial professionals the following questions:

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

Additional Information

You can obtain additional information and/or request a copy of this Form CRS by going to www.adviserinfo.sec.gov or by calling us at (805) 897-1144.