

# FORM ADV

## UNIFORM APPLICATION FOR INVESTMENT ADVISER REGISTRATION AND REPORT BY EXEMPT REPORTING ADVISERS

Primary Business Name: **STERLING PARTNERS EQUITY ADVISORS LLC**  
Other-Than-Annual Amendment - Part 3 - Form CRS (Relationship Summary)  
6/30/2020 3:25:46 PM

CRD Number: **287497**  
Rev. 03/2020

CRS	Type(s)	Affiliate Info	Retire
	Investment Adviser		

# CUSTOMER RELATIONSHIP SUMMARY

As of June 30, 2020

## Introduction

Sterling Partners Equity Advisors LLC (“SPEA”), is an investment adviser registered with the Securities and Exchange Commission, and is a related advisor of Sterling Fund Management, LLC (“SFM”). We feel this it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS) which also provides educational materials about investment advisers, broker-dealers and investing.

## What investment services and advice can you provide me?

We offer investment advisory services to retail investors for an asset-based fee. Our advisory services include investment in small and large capitalization equity strategies with a value orientation, along with broader based wealth advisory services to high net worth individuals. If you open an account with our firm, we’ll meet with you to understand your current financial situation, goals, and risk tolerance. Based on what we learn, we’ll recommend a portfolio of investments that is regularly monitored (at least quarterly) for risk and to ensure it meets your accounts stated criteria. If necessary, we will rebalance your account to meet your changing needs, stated goals and objectives.

SPEA offers a limited menu of products. We concentrate our investment strategy on two composites of equity positions in predominantly small-capitalization companies. For select clients, we can utilize stock options or ETFs. For our wealth advisory clients, we generally advise on mutual funds, ETFs, and index funds, as well as corporate bonds and U.S. government securities.

Our accounts are managed on a discretionary basis, unless otherwise requested, which means we do not need to call you when buying or selling in your account. You will sign an investment management agreement giving us this authority. This agreement will remain in place until you or we terminate the relationship. SPEA also has a limited number of non-discretionary accounts where the client makes the ultimate decision regarding the purchase or sale of investments.

In general, the minimum investment commitment required for an investor to invest with us is \$1 million, however we have discretion to increase or reduce the minimum investment commitment at any time.

Additional information about our services can be found in Items 4 and 7 of our Form ADV Part 2A Brochure. Click [here](#) for a copy or go to [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

### 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?

## What fees will I pay?

SPEA generally charges management fees to its clients of 1% of assets under management per year, paid quarterly in advance. Our fees are negotiable, and fees are generally waived or reduced with respect to business associates or other friends and family of SPEA.

Additionally, you will pay fees to third parties in connection with your managed account. These can include custodian, brokerage, transaction, wire transfer and other account administrative fees. These fees are negotiated between you and each third party directly. Wealth advisory clients can also incur third party fees in connection with investments in ETFs, mutual funds and index funds.

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.

Additional information about our fees and other costs associated with investing can be found in Item 5 of our Form ADV Part 2A Brochure. Click [here](#) for a copy or go to [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

**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?

**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 are some examples to help you understand what this means.*

Our revenue is derived from the advisory fees we collect from your accounts each month and our incentive is to increase the value of your account over time, which will increase our fees over time. We do not receive compensation for the sale of securities to our clients. Due to our affiliation with SFM, there can be securities that we are not able to purchase for clients due to conflicts of interest. We do not have any material conflicts related to proprietary products, third-party payments, revenue sharing or principal trading.

Additional information about our conflicts of interest can be found in Items 4, 10, 11, 12 and 14 of our Form ADV Part 2A Brochure. Click [here](#) for a copy or go to [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

**Ask one of our financial professionals the following questions:**

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

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

Our financial professionals are employees of the firm and are paid a salary and a discretionary bonus. In addition, the Portfolio Manager is compensated through a profits interest in the firm. Raises and bonuses take into consideration all aspects of the employee's and firm's performance.

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

No, neither our firm nor our investment professionals have any legal or disciplinary or legal history. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

**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 find additional information about our firm's investment advisory services on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) or by calling us at (312) 465-7100.

**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 this person is treating me?