

Alphastar Capital Management, LLC (“Alphastar”) is an SEC-registered investment adviser. Investment advisory services and brokerage services and fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://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 offer investment management and financial planning services primarily to retail investors. Our standard advisory services include ongoing investment advice and periodic account monitoring. Our financial professionals will contact you at least annually to review your account with you. We primarily manage accounts that allow us to buy and sell investments without asking you in advance (a “discretionary account”). We may on occasion allow you to have an account where we give you recommendations and you decide what investments to buy and sell (a “non-discretionary account”). Some accounts and investment strategies may require a minimum investment. Some investments recommended by our financial professionals are only available to high net worth individuals and accredited investors. For additional information, see Items 4 and 7 of our ADV Part 2A Brochure.

#### **Key questions to ask 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?**

The fees you pay and how those fees are assessed will be outlined in your agreement with us. You will pay an ongoing asset-based advisory fee for our advisory management services. This fee is based on the average daily market value of the cash and investments in your advisory account during the billing period. The more assets you have in your account the more fees you will pay for our services, so we have an incentive to encourage you to increase the assets in your account. Our advisory fees vary and are negotiable but will not currently exceed 2.25% per year. By written agreement, you will typically authorize us to deduct the advisory fees from your account at the end of each billing period (monthly or quarterly), but you may request an invoice. Advisory accounts are subject to an annual administrative fee of up to \$50.

If you choose to receive financial planning services, you will pay a fixed fee, subscription fee, hourly fee, or a retainer fee, as set forth in the agreement. Fees vary based on the complexity of the financial plan and are negotiable.

You will be responsible for other charges imposed by custodians, brokers, third party investment advisers and other third parties, such as management fees, commissions, custodial fees, account opening and closing fees, transfer of asset fee, asset holding fee, deferred sales charges, odd-lot differentials, wire transfer fees, and other fees and taxes on securities transactions. Such charges are exclusive of and in addition to our investment management and/or financial planning fees, and Alphastar does not receive any portion of these charges.

**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 investment over time. Please make sure you understand what fees and costs you are paying. For additional information, see Items 5.A.-5.E of our ADV Part 2A Brochure.**

- **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 your financial professional makes 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.

Many of our financial professionals are separately licensed as insurance agents through an outside business and may recommend that you purchase commission-based insurance products. These products are not part of our advisory services, and our financial professionals receive commissions and other cash and non-cash compensation on the sale of these products, in addition to the advisory fees that you pay. Insurance agents often use the services of insurance marketing organizations and wholesalers (“IMO”) including an IMO that is affiliated with Alphastar. Our financial professionals have an incentive to recommend these insurance products and to use our affiliated IMO, which presents a conflict of interest.

Some of our financial professionals are separately licensed as registered representatives (“RRs”) of a broker-dealer through an outside business, and securities products sold through a broker-dealer pay commissions. This presents a conflict of interest because the RRs have an incentive to recommend these securities products to you based on the type and amount of compensation received rather than on your needs.

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

**More information about our conflicts of interest is available in Items 5, 10 and 14 of our ADV Part 2A Brochure.**

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

Our financial professionals receive cash compensation for investment management services based on the amount of client assets we manage and for financial planning services. Many financial professionals also engage in outside business activities that provide additional income, such as earning commissions and other cash compensation for the sale of insurance products and non-cash compensation such as marketing points/credits, paid travel expenses, personal loans and other types of compensation from insurance carriers and IMOs, including our affiliated IMO. This practice presents a conflict of interest because persons providing investment advice on behalf of our firm who are also insurance agents have an incentive to recommend insurance products to you for the purpose of generating commissions and other compensation, and to use our affiliated IMO to facilitate the sale. It is important to review your financial professional's ADV Part 2B Brochure Supplement, which is available from your financial professional or by contacting us at the number below.

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

Yes. Some of Alphastar's financial professionals have a legal or disciplinary history. A free and simple search tool to research us and our financial professionals is available at [Investor.gov/CRS](https://www.investor.gov/crs).

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

## **Additional Information:**

**You may call us at (855) 340-2514, visit our website at [www.alphastarc.com](http://www.alphastarc.com), or contact your advisor for additional information about our investment advisory services, obtain up-to-date information about this document, or to request a free copy. Additional information is also available on our ADV Part 2A Brochure.**

- **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?**