



Anchor Capital

ANCHOR CAPITAL MANAGEMENT GROUP INC

FORM ADV, PART 3 FORM CRS – CLIENT RELATIONSHIP SUMMARY (June 2020)

Item 1. Introduction

Anchor Capital Management Group Inc (“Anchor”) is registered with the Securities and Exchange Commission (“SEC”) as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. 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.

Item 2. Relationships and Services

What investment services and advice can you provide me?

Anchor offers investment advisory services to retail investors, while primarily allocating client assets when suitable, into Anchor’s Risk Managed Mutual Funds, Total Solution Portfolios and Customized Risk Managed Portfolios based upon your investment objectives, goals, risk tolerance and current financial conditions. Anchor provides financial planning strategies to assist clients with their financial goals. Monitoring accounts is a standard practice and is performed on a continual and on-going basis, with a level of frequency depending on the nature of the account, market conditions, change in the investment objectives, investment strategies and suitability, but reviews occur at a minimum, on an annual basis. Anchor may be given authority to exercise investment discretion on behalf of clients. Under this discretionary authority, you will allow Anchor to purchase and sell securities in your accounts. You may at any time request a limitation on this authority. Additional limitations include prohibition on the purchase or sale of specific securities, the amount of securities to be purchased or sold and when transactions are made. Anchor does not have account minimums, nor any other requirements to open or maintain your accounts. For additional information about Anchor advisory services, please review Items 4-7 of our Form ADV, Part 2A Brochure, available at www.anchor-capital.com or the SEC’s website at www.adviserinfo.sec.gov.

CONVERSATION STARTERS. 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?*

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Anchor’s standard practice is to not charge you an investment advisory fee. If an investment advisory fee is however, agreed to base upon varying circumstances, including services to be performed. The quarterly investment fee is generally between (0.0875% to 0.1875%) depending upon the market value of the assets under management. All billing is in arrears and charged on a quarterly basis.

You may incur certain additional charges imposed by financial institutions including custodial fees, account maintenance fees, fees related to exchange trade fund and mutual funds, which are disclosed in the fund’s prospectus and include, but not limited to management fees and other fund expenses. There are also other transactional fees including wire transfer, electronic fund fees and trade commission fees. For additional information about Anchor

fees, please review Item 5 of our Form ADV, Part 2A Brochure, available at www.anchor-capital.com or the SEC's website at www.adviserinfo.sec.gov.

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.

CONVERSATION STARTERS. Ask 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 acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When Anchor acts 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. Here are some examples to help you understand what that means. When Anchor invests assets in your account in shares of Anchor's affiliated mutual funds, it receives directly from the mutual funds an investment management fee for serving as the investment advisor. You should understand and ask us about these conflicts because they can affect the investment advice, we provide you. For additional information about Anchor's potential conflict of interest, please review Items 6,8,11 and 12 of our Form ADV, Part 2A Brochure available at www.anchor-capital.com or the SEC's website at www.adviserinfo.sec.gov.

CONVERSATION STARTERS. Ask 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 financial professionals are employees of the firm and receive a fixed monthly salary. They also have the opportunity to earn discretionary bonuses based upon performance and the profitability of the firm.

Item 4. Disciplinary History

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

No. You can visit www.investor.gov/CRS for a free and simple search tool to research our firm or financial professionals.

CONVERSATION STARTERS: Ask your financial professional:

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

Item 5. Additional Information

If you would like additional information about our firm, our advisory services, or other services we provide to our clients, you can find it on our website www.anchor-capital.com or in our Form ADV Part 2A available on the SEC's website at www.adviserinfo.sec.gov.

For a copy of this client relationship summary or to request additional and up to date information, you may also contact us at 800.290.8633.

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?*