



CENTURION ASSET MANAGEMENT, LLC

Form CRS Customer Relationship Summary

(June 22, 2020)

Centurion Asset Management, LLC (“we”, “our” or “us”) 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 as the retail investor to understand the differences. Free and simple tools are available for you to research firms and financial professionals at 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 to retail clients, on a fee basis, discretionary and/or non-discretionary investment advisory services, which include, if specifically requested by you, financial planning and consulting services. We also provide stand-alone consulting and/or financial planning services, including investment and non-investment (such as estate planning, tax planning, insurance) related matters. If you engage us on a discretionary basis, you may at any time impose restrictions on our discretionary authority such as types/amounts of particular securities, the ability to purchase securities with an inverse relationship to the market or use of margin. If you determine to engage us on a non-discretionary basis, we may recommend one or several investment(s) but the ultimate investment decision for your investment strategy and the purchase or sale of investments will be yours. As part of our investment advisory services, we will review your portfolios on an ongoing basis, with the frequency determined by you, to determine if any changes are necessary based upon various factors such as investment performance, fund manager tenure, style drift, account additions/withdrawals, and/or a change in your investment objective. Most clients select quarterly reviews, while some receive semi-annual or annual reviews. You will receive, at least quarterly, written transaction confirmation notices and regular written summary account statements directly from your broker-dealer/custodian and/or program sponsor for your accounts. We do not offer proprietary products nor do we limit our advice only to a limited menu of products or types of investments. We do not impose any account minimums, size, and other requirements on you to open or maintain account(s) with us. For additional information, please see Item 4 in our [Form ADV Part 2.A](#).

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?

You will pay our annual investment advisory fee, to be charged quarterly in advance, **based upon a percentage (%)** of the market value of your assets placed under our management (between negotiable and 1.25%). If you require extraordinary (as determined by us) planning and/or consultation services, we charge you an additional fee. Generally all your cash and cash equivalent positions will be included as part of your assets under management for purposes of calculating our fee. Because more assets in your account means more fees to us, there is an incentive for us to encourage you to increase the assets in your account. If you retain us for stand-alone consulting and/or financial planning services, you will pay us a fee, which is negotiable, either on a fixed fee basis or on an hourly rate basis ranging from \$100 to \$350. We do not charge you additional fees, account maintenance fees or account inactivity fees but you will be responsible for fees that are charged directly to you by custodians such as Schwab. Some investments (such as mutual funds and variable annuities) impose additional fees that will reduce the

value of your investment over time. Also, with certain investments such as variable annuities, you may have to pay fees such as “surrender charges” to sell the investment. For additional information, please see Item 5 in our [Form ADV Part 2.A](#).

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.

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:

You will pay our annual investment advisory fee based upon a percentage (%) of the market value of your assets placed under our management. Because more assets in your account means more fees to us, there is an incentive for us to encourage you to increase the assets in your account, which creates a conflict. We may recommend rollovers out of employer-sponsored retirement plans and into Individual Retirement Accounts that we manage for an asset-based fee, this recommendation creates a conflict of interest because this will increase our compensation due to the additional assets.

For additional information, please see Item 4 in our [Form ADV Part 2.A](#)

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 salaried employees and are not compensated through commissions. They will, where appropriate, receive an annual performance bonus and other non-cash awards based on the totality of many different performance factors which include the revenue they have generated for our Firm. You should discuss your financial professional’s compensation and any potential conflicts of interest directly with your financial professional.

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

Yes, our Firm has disclosed our disciplinary information in our [Form ADV](#). Please go to [Investor.gov/CRS](#) for free and simple search tool to research us and our financial professionals.

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

You may obtain additional information by going to [mmacenturion.com](#) or on the SEC’s website at [www.adviserinfo.sec.gov](#). You may also contact us at (610) 629-0660 to obtain up-to-date information and request copy of CRS.

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?