



**Form CRS
March 31, 2021**

Introduction

AlphaMark Advisors LLC (“AlphaMark” or “we”), is an SEC-registered investment adviser. We are not a broker-dealer. Brokerage and investment advisory 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://investor.gov/CRS), which also provides educational materials about investment advisers, broker-dealers, and investing. This document gives you a summary of our services and fees, along with suggested conversation starters. **Should you need more information, our website offers our disclosure document:** Form ADV Part 2A, 2B and this Form CRS at <https://alphamarkadvisors.com/alphamark-advisors-crs/>.

What investment services and advice can you provide me?

We offer investment advisory services to you. Additionally, AlphaMark advisory clients who meet our requirements for account management can also receive financial planning and consulting services at no additional charge. As part of our investment advisory services, we monitor your account and communicate with you at least quarterly for consistency with your investment strategy and risk tolerance, among other things.

We offer both discretionary and non-discretionary accounts. Discretionary accounts allow us to buy and sell investments for you on an ongoing basis and without asking your permission. For these accounts, you will provide us discretionary authority via a limited power of attorney in the Investment Advisory Agreement and the documents you sign with your Custodian. For non-discretionary accounts, we give limited advice for no fee and also provide very limited services; you decide when to buy and sell from these accounts.

The primary investment strategy objectives used for client accounts, listed in the Investment Guidelines signed by each client, are Aggressive (90-100% in equities), Growth (70-90% in equities), Balanced (55-75% in equities), Income/Conservative (40-60% in equities), and Fixed (0-20% in equities), with the remainder of the portfolio invested in fixed income, alternative investments, or cash equivalents.

Several of our financial advisors offer additional services that are not considered advisory services such as selling certain insurance products or act as a Certified Divorce Financial Analyst. No client is obligated to utilize these offerings. For more information, regarding, please see Items 4, 7-8, 10-14, and 16-17 of our Form ADV 2A (<https://alphamarkadvisors.com/alphamark-advisors-crs/>).

Other questions to ask us:

- *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?

We generally charge an asset-based fee on a quarterly basis, paid in arrears. Our advisory fees are based on an established fee schedule with fees negotiable based on complexity of the client, anticipated future assets, related accounts, portfolio style, account composition, and reports among other things. In addition to our fee, you will pay other expenses including, but are not limited to, custodial fees, charges imposed directly by a mutual fund or exchange-traded fund held in the account (disclosed in the fund's prospectus), wire or electronic transfer fees, and other fees and taxes on brokerage accounts and/or securities transactions.

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. Ask us if you have any questions. For additional fee information, refer to Item 5, 10, 12, 14, 15 and 18 of Form ADV 2A brochure (<https://alphamarkadvisors.com/alphamark-advisors-crs/>).

Other questions to ask us:

- *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 that we provide you. Here are examples to help you understand what this means:

The more discretionary assets in your advisory account, the more you will pay in fees, so it is a built-in conflict of interest to encourage you to become a client or to add assets to your account so we can receive payment to manage your account. We also act as investment advisor for two funds: the AlphaMark Large Cap Mutual Fund and the AlphaMark Actively Managed Small Cap ETF. The relationship is a conflict of interest because we receive a management fee for managing the funds in addition to the advisory fees charged at the client account level on a quarterly basis.

For more information, refer to Item 10 of our Form ADV 2A (<https://alphamarkadvisors.com/alphamark-advisors-crs/>).

Other questions to ask us:

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

How do your financial professionals make money?

Our financial advisors receive a salary and bonus as compensation. Financial advisors that offer additional services such as selling certain insurance products or acting as a Certified Divorce Financial Analyst may receive compensation from other firms or individuals. For more information, refer to Item 5 and 10 of our Form ADV Part 2A and each advisor's Part 2B (<https://alphamarkadvisors.com/alphamark-advisors-crs/>).

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

No. You can visit Investor.gov/CRS for a free and simple search tool to research your financial professional.

Questions to ask any investment advisor or broker:

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

Other questions to ask us:

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 about how this person is treating me?

For answers to the questions above and additional information on our services, our firm, resources, and how to contact us please visit our website at <http://www.alphamarkadvisors.com/> or call us at 859.957.1803.