



**Part 2A of Form ADV: Firm Brochure**

**Item 1: Cover Page**

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03/30/2023

This brochure provides information about the qualifications and business practices of AlphaMark Advisors, LLC. AlphaMark Advisors, LLC and will be referred to as "AlphaMark" throughout this brochure.

In accordance with the Investment Advisers Act of 1940, AlphaMark is registered with the U.S. Securities and Exchange Commission as an investment adviser; however, being registered does not imply that AlphaMark or our personnel have a certain level of skill or training.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (and will be referred to as the "SEC" throughout this brochure) or by any state securities authority.

Additional information about AlphaMark also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by typing in our name "AlphaMark" or our identifying number, known as a CRD number. Our firm's CRD number is 109366. If you have any questions about the contents of this brochure, please contact us at 859-957-1803 or [ahaggerty@alphamarkadvisors.com](mailto:ahaggerty@alphamarkadvisors.com).

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### **AlphaMark Advisors LLC**

#### **Item 2 Material Changes**

For the period ending effective 03/30/2023, there have been no material changes to the Part 2A of Form ADV: Firm Brochure.

The SEC adopted "Amendments to Form ADV" in July, 2010 changing the ADV to a Firm Brochure narrative format. After our initial filing of this Brochure ending 3/31/2011, Item 2 "Material Changes" will be used to provide our clients with a summary of new and/or updated information. We will inform you of the revision(s) based on the nature of the updated information.

We will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. Furthermore, we will provide you with other interim disclosures about material changes as necessary.

Our ADV Part 2A Firm Brochure is also available on our website: <https://alphamarkadvisors.com/>.

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### AlphaMark Advisors LLC

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### AlphaMark Advisors LLC

#### Item 4 Advisory Business

AlphaMark Advisors, LLC is a SEC-registered investment adviser with its principal place of business located in Ft. Wright, Kentucky. AlphaMark began business in 1999.

We provide investment advisory services to individually managed accounts and registered investment companies including the AlphaMark Fund, a series of the AlphaMark Investment Trust, and the AlphaMark Actively Managed Small Cap ETF, a series of the ETF Series Solutions ETF Trust (a US Bank owned and operated trust). The Trusts are registered under the Investment Company Act of 1940.

**Principal Ownership.** The firm's principal member (i.e., those individuals and/or entities controlling 25% or more of this company) is Michael L Simon, President of AlphaMark Advisors, LLC. AlphaMark personnel with minority ownership are Christian A. Lucas and Kelly E. Owens. Non-AlphaMark personnel who have minority ownership are Brian Malthouse, Andrew Von Lehman, Ted Funk, Dan Owens, and David Macke. See Item 10 Other Financial Industry Activities and Affiliations and Item 14 Client Referrals and Other Compensation.

**Types of Advisory Services.** AlphaMark provides portfolio management services and investment advisory services related to Individual Accounts (Individuals, Institutions, Pension Plans, Profit Sharing Plans, 401k Plans, Trusts, Foundations, Corporations or other businesses not listed), a Mutual Fund, an ETF, Certified Divorce Financial Analysis, Financial and Social Security Planning:

- **Individual Account Portfolio Management.** Our firm provides discretionary investment management services based on the individual needs of the client. Generally, AlphaMark allocates investment management assets of its individually managed accounts among debt and equity securities, various mutual fund or ETF types and families, and when appropriate the mutual fund and/or ETF managed by AlphaMark.

Through personal discussions with the client, goals, objectives, and a client's personal investment policy is established based on the client's particular circumstances. In addition, we encourage clients to let us know of any changes that will occur over time that would affect their investment views. During our data-gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. All clients are encouraged to meet with their advisor at least quarterly and we are available to meet as needed to review financial planning issues, investment objectives and account performance.

For ERISA and IRA accounts: If the Account is part of a pension or other employee benefit plan (a "Plan") governed by the Employee Retirement Income Security Act of 1974, as amended ("ERISA") or an Individual Retirement Account (an "IRA") governed by the Internal Revenue Code, we acknowledge that we are a "fiduciary" within the meaning of Section 3(21) of ERISA (but only with respect to the provision of services described in our Advisory Agreement). We represent that we are registered as an investment adviser and duly qualified to manage Plan assets under applicable regulations.

It is important for a client moving funds from an employer sponsored 401K plan to an IRA (Individual Retirement Account) to weigh their options and chose the solution that is best for them.

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Typically, a 401K plan participant has four options after leaving an employer plan.

1. Leave the money in the former employer's plan
2. Cash out savings and close the account
3. Roll over the 401K savings in a new employer's or
4. Rollover 401K savings into an IRA.

A client moving assets from a 401K plan and establishing an IRA with our firm receives a 401K Rollover to IRA Disclosure discussing the pros and cons with each option. It is also important for the client to research all fees involved with each scenario when making their decision.

Account supervision is guided by the client's stated objectives (i.e., capital appreciation, growth, income, or growth and income), as well as tax considerations and current risk tolerance. Clients can impose reasonable restrictions mutually agreed upon in advance with their advisor when investing in certain securities, types of securities, or industry sectors.

Once the client's portfolio has been established, we monitor the portfolio on a continuous basis, and as necessary, rebalance the portfolio, based on the client's individual needs in conjunction with developments in the capital market. See Item 13: Review of Accounts for more details on the review process.

Our investment recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice regarding exchange-listed securities, securities traded over-the-counter, foreign issuers, corporate debt, commercial paper, certificates of deposit, municipal securities, mutual fund and ETF shares, U.S. government securities, and options contracts on securities.

Because some types of investments involve certain additional degrees of risk, they will only be recommended when consistent with the client's stated investment objectives, tolerance for risk, liquidity and suitability.

Neither AlphaMark nor the client can assign the investment advisory agreement without the prior written consent of the other party. Transactions that do not result in a change of actual control or management of AlphaMark will not be considered an assignment.

- **Mutual Fund Portfolio Management.** AlphaMark serves as the investment manager to the AlphaMark Fund (AMLCX), a series of the AlphaMark Investment Trust.

Interested investors should refer to the Mutual Fund's prospectus and Statement of Additional Information ("SAI") for important information regarding objectives, investments, time-horizon, risks, fees, and additional disclosures. These documents are available on-line at <https://alphamarkadvisors.com/mutual-fund-investors/>.

Prior to making any investment in the fund, investors and prospective investors should carefully review these documents for a comprehensive understanding of the terms and conditions applicable for investment in the AlphaMark Fund.

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- **ETF Investors.** AlphaMark serves as the investment manager for the AlphaMark Actively Managed Small Cap ETF (SMCP), a series of the ETF Series Solutions.

Interested investors should refer to the ETF's prospectus and Statement of Additional Information ("SAI") for important information regarding objectives, investments, time-horizon, risks, fees, and additional disclosures. These documents are available on-line at <http://www.alphamarkadvisors.com/etf/>.

Prior to making any investment in the fund, investors and prospective investors should carefully review these documents for a thorough understanding of the terms and conditions applicable for investment in an AlphaMark ETF Fund.

- **Financial Analysis and Planning:** Certified Divorce Financial Analysis: AlphaMark has a Certified Divorce Financial Analyst (CDFA) available to provide financial guidance during the divorce process. AlphaMark is paid a negotiated rate for divorce-related services such as education on financial matters related to divorce, working with an attorney or mediator to create a budget, forecasting long-term financial effects of a settlement/judgement, how to appropriately invest for the client and family, etc.

Financial/ Social Security Planning: AlphaMark provides financial planning services as requested. Financial planning is an evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal planning. Clients entire financial and life situation is examined and taken into account as it directly impacts the financial planning process. Social Security Planning are separate types of financial plans that are also offered. Clients who purchase Financial/ Social Security planning services separately pay AlphaMark a fee and receive a written report which provides the client with a detailed financial plan designed to assist the client in achieving his or her financial goals and objectives. Implementation and review are an on-going process.

- **Consulting Services Fees:** From time to time, AlphaMark will provide investment advisory services on a consulting basis.

**Amount of Managed Assets:** As of 12/31/2022, we were actively managing \$360,295,191 of clients' assets, \$360,295,191 on a discretionary basis (100%).

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#### Item 5 Fees and Compensation

**Individual Account Portfolio Management Fees:** Our annual fees to implement investment recommendations for portfolio management services and investment advisory services for Individual Accounts (Institutions, Pension Plans, Profit Sharing Plans, 401k Plans, Trusts, Foundations, and Corporations or other businesses not listed) are based upon a percentage of assets under management.

The management fee and schedule are negotiated between each client subject to certain limitations and approval by AlphaMark. Fees are higher or lower or have a modified billing schedule based on the scope and or complexity of responsibilities based on a number of factors; including, but not limited to, the complexity of the client, assets to be placed under management, anticipated future additional assets, related accounts, portfolio style, account composition, reports, and family relationship.

Generally, the annualized standard fee for Portfolio Management Services is charged as a percentage of assets under management:

- 1% on the first \$1 million of assets,
- 0.8% from \$1-2 million of assets,
- 0.7% on assets from \$2-3 million, and
- 0.5% on assets over \$3 million.

The client's annual investment management fee will be calculated and paid quarterly, in arrears based on the market value of the account on the last business day of the quarter. Client accounts under the same household are grouped together to maximize the fee schedule discount. In addition, AlphaMark charges each investment account a \$25 quarterly account service fee. See the Mutual Fund Portfolio Management Fee and ETF Fee sections below for other additional fees paid to AlphaMark.

From time to time, new investment advisor representatives are employed by AlphaMark. If these advisors bring clients with them and transition them to become AlphaMark clients, in some cases, these clients have fee schedules higher, or lower, versus AlphaMark's general fee schedule. Their fee schedule will be based on their previous experience (higher or lower) with their advisor and AlphaMark will maintain their existing fee schedule. The client acknowledges any variation of fee charges that is different than the standard fee schedule on the Investment Advisory Contract. The maximum negotiated fee schedule ceiling is 1.25% plus AlphaMark charges each investment account an additional \$25 quarterly account service fee.

For some client accounts, AlphaMark's investment advisory agreement and the custodial agreements from Charles Schwab & Co., Inc. (Schwab) or registered broker-dealers, members of SIPC, authorize Schwab to debit the clients account for the amount of AlphaMark's investment management fee and to directly remit that management fee to AlphaMark in accordance with SEC procedures. The investment advisory agreement between AlphaMark and the client will continue in effect until terminated by either party by written notice. AlphaMark's investment management fee shall be pro-rated through the date of termination, and any remaining balance (if any) shall be promptly refunded to the client.



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In addition to our investment management fee, the client will also pay transaction fees and expenses charged by the custodian. See item 12 Brokerage Practices.

**Mutual Fund Portfolio Management Fees:** AlphaMark may invest a client's assets in the AlphaMark Fund (AMLCX). AlphaMark is responsible for managing the investments for the AlphaMark Fund's portfolio. The fund pays AlphaMark an investment advisory fee equal to 1.00% annually of the average daily net assets of the Fund. The fee information is described in the Fund's prospectus and Statement of Additional Information ("SAI").

**ETF Fees:** Like the mutual fund, AlphaMark may invest a client's assets in the AlphaMark Actively Managed Small Cap ETF. AlphaMark is responsible for managing the investments for the AlphaMark Actively Managed Small Cap ETF's portfolio. The ETF pays AlphaMark an investment advisory fee equal to 0.90% annually of the average daily net assets of the ETF. Investors should review the AlphaMark Actively Managed Small Cap ETF prospectus and Statement of Additional Information ("SAI") before investing and more details about AlphaMark's compensation.

**Financial/ Certified Divorce Financial Analysis/Social Security Consultation.** AlphaMark's Financial Planning/ Certified Divorce Financial analysis/Social Security Consultation fee is based on the breadth of the services being provided and the complexity of each client's circumstances. All fees are agreed upon prior to entering into a contract with any client.

**Consulting Services Fees:** If requested, AlphaMark has the expertise to provide investment advisory services on a consulting basis. The consulting services fee is determined by the nature of the services being provided and the complexity of each client's circumstances. All consulting fees are agreed upon prior to entering into a contract with any client. An estimate for the total hours is determined at the start of the advisory relationship and will be billed and due at the end of each quarter.

#### General Information:

- **Limited Negotiability of Advisory Fees.** Although AlphaMark has established the general aforementioned fee schedule(s), we retain the discretion to negotiate alternative fees on a client-by-client basis. Client facts, circumstances and needs are factors considered in determining the fee. These factors include the complexity of the client, assets to be placed under management, anticipated future additional assets, related accounts, portfolio style, account composition, reports, and family relationship among other factors. The specific annual fee is identified in the contract between AlphaMark and the client. AlphaMark groups certain related client accounts for the purposes of determining the appropriate fee.
- **Termination of the Advisory Relationship.** In the event a client terminates our investment advisory agreement, the client is responsible for the investment advisory fee up until the day the client terminates our agreement. AlphaMark's ending fee will be calculated from the end of the previous quarter to the last day on which the investment advisory agreement is in effect, pro-rated by the number of days elapsed in the current period as a percentage of the total number of days in such period. If we cannot bill the account directly, the client is responsible for any final bill owed.



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- **Mutual Fund and ETF Fees.** All fees paid to AlphaMark for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or ETFs to their shareholders, excluding the AlphaMark Fund and the AlphaMark Actively Managed Small Cap ETF. Any fund fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund also imposes sales charges, a client could pay an initial or deferred sales charge. A client has the ability to invest in a mutual fund directly, without our services. In that case, the client would not receive the services provided by our firm which are designed, among other things, to assist the client in determining which investments are most appropriate to each client's financial condition and objectives. Accordingly, clients need to carefully review both the fees charged by the funds and our management fees to fully understand the total amount of fees paid by the client and to thereby evaluate the advisory services being provided. When we invest a client's assets in a mutual fund or an ETF we manage, the client is responsible for paying management fees agreed upon in their investment advisory contract with AlphaMark in addition to the management fees charged by the affiliated Funds. In these instances, we will be paid as the client's advisor and also as the affiliated fund manager. Because AlphaMark wanted to offer our smaller clients the same investments and investment philosophies that our larger clients receive, we created a mutual fund and an ETF to accommodate the smaller clients. Since the Firm charges its account management fees based on assets under management, it can be unprofitable and inefficient to work with small accounts. In lieu of charging a minimum advisory fee for these smaller accounts, AlphaMark chose to use the AlphaMark Fund and the AlphaMark Actively Managed Small Cap ETF to create a fair and efficient outlet to provide its investment advisory services.
- **Additional Fees and Expenses.** Although we generally charge the management fee in arrears, at our sole discretion, we could bill in advance on certain criteria (pre-existing financial planning client, sub-advisory relationship, anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, a requirement of the client relationship, etc.). In addition to our advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker dealers, including, but not limited to, any transaction charges imposed by a broker dealer with which an independent investment manager creates transactions for the client's account(s) or termination fees. Please refer to the "Brokerage Practices" section (Item 12) and "Client Referrals and Other Compensation" section (Item 14) of this Form ADV for additional information.

**Advisory Fees in General.** Clients should note that similar advisory services are available from other investment advisers for similar, higher or lower fees. Part of the compensation of the financial advisors of AlphaMark is based on the amount of assets the advisor provides investment advisory services to which creates an inherent conflict of interest for the Advisor to increase assets under his or her management.

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#### **Item 6 Performance-Based Fees and Side-By-Side Management**

AlphaMark does not charge performance-based fees.

#### **Item 7 Types of Clients**

AlphaMark provides advisory services to:

- Institutions
- Individuals – Taxable and Tax Exempt (Including High Net Worth Individuals)
- Pension Plans
- Profit Sharing Plans
- 401K plans
- Trusts
- Foundations
- Corporations or other businesses not listed above
- Mutual Fund
- ETF

#### **Item 8 Methods of Analysis, Investment Strategies and Risk of Loss**

**Methods of Analysis.** Dependent on the asset allocation of the client, AlphaMark utilizes the following methods of analysis:

- A) Fixed Income.** Our analysis of appropriate fixed income instruments for our clients takes into account the client's cash flow needs as well as the client's tolerance for risk. We view fixed income investments as a necessary part of any portfolio designed to create sustainable income generation. The majority of the fixed income securities that we purchase for our clients are high quality investment grade bonds. In some circumstances, corporate and/or municipal bonds can be added to a portfolio in order to increase the yield of the portfolio. Our analysis includes: a review of current inflation expectations in order to determine the appropriateness of the duration of a bond portfolio; a review of current and expected economic conditions in order to determine the appropriateness of the credit quality of a bond portfolio; and a review of the value of having a laddered portfolio of fixed securities versus the value of a structured portfolio with short term and longer term fixed income securities based upon the steepness of the interest rate yield curve. Based upon the size of the portfolio and the client's need for liquidity, we could allocate all, some, or none of the Fixed Income asset class using mutual funds and ETFs.

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**B) Equity.** Our equity investment philosophy is grounded by an appreciation of risk. We believe that it is possible to identify growing companies by trends in past and forecasted revenues and earnings. However, it is important to select only those companies that have a sustainable business model through various economic conditions. A sustainable business model is one that is focused on organic growth supplemented by acquisitions and capital investment. A strong business model creates shareholder wealth, as measured by the return on equity that a company produces. A company that produces a reliable stream of cash from operating activities can succeed in economically challenging times. We seek to invest in companies with a proven history of consistent growth, sustainable earnings momentum and the ability to produce a reliable stream of cash flow during all economic cycles. We use a “bottom-up” internal stock screening process designed to identify companies that produce reliable cash flows and are priced at a level that allows for growth opportunity. These companies are then subjected to further fundamental analysis, including return on equity, sufficiency of cash flow to cover capital spending, operating margin relative to price/sales, financial statement review, focusing on true net equity value, and enterprise value review. An assessment of trends in the markets and the economy will provide some influence on the economic sector weightings. We base the investment in individual equities, or mutual funds or ETFs on the size of the portfolio and the client’s comfort with risk exposure.

**C) Other Investments – Alternative Investments, Real Estate and Commodity Mutual Funds and ETFs.** Alternative investments, real estate or commodities mutual funds and ETFs can be added to the portfolio if an investor’s risk profile allows. Alternative, real estate and commodity assets often react to market conditions differently than traditional investments and can be used to further diversify a portfolio and/or adapt to changing market conditions such as fluctuating interest rates or depressed equity market.

**Investment Strategies.** The ownership of quality stocks, bonds, mutual funds and ETFs is the foundation of our strategy. To reduce volatility in a client’s portfolio, we diversify by market capitalization (large and small), and geography (domestic and international). Based on liquidity needs and tolerance for risk, fixed income securities can also be part of the client’s portfolio. When appropriate to the needs of the client and consistent with the client’s investment objectives, risk tolerance, and time horizons, among other considerations, we offer the following investment objectives:

- **Aggressive Objective.** Provide for preservation of capital with an emphasis on long-term growth without undue exposure to risk and managed to achieve the most favorable after-tax return. Highest risk tolerance. Higher return potential with the greatest variability of return (volatility). 90%-100% equities; the remaining 0% to 10% in fixed income, alternative investments or cash equivalents. Appropriate investments include: Common & Preferred Stocks & ADR’s, Alternative Investments, Real Estate, Commodities, Options, Stock Mutual Funds, Individual Bonds, Bond Mutual Funds, Foreign Mutual Funds and ETFs.
- **Growth Objective.** Provide for preservation of capital with an emphasis on long-term growth without undue exposure to risk and managed to achieve the most favorable after-tax return. Highest risk tolerance. Higher return potential with the greatest variability of return (volatility). 70%-90% equities; 10% to 30% in fixed income, alternative investments or cash equivalents. Appropriate investments include: Common & Preferred Stocks & ADR’s, Alternative Investments, Real Estate,

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Commodities, Options, Stock Mutual Funds, Individual Bonds, Bond Mutual Funds, Foreign Mutual Funds and ETFs.

- **Balanced Objective.** Provide for preservation of capital with an equal emphasis on income generation and long-term growth. To provide results without undue exposure to risk and managed to achieve the most favorable after-tax return. Above Average Risk Tolerance and relatively high return potential. Relatively great variability of return. (volatility) 55%-75% equities; 25% to 45% in fixed income, alternative investments or cash equivalents. Appropriate investments include: Common & Preferred Stocks & ADR's, Alternative Investments, Real Estate, Commodities, Options, Stock Mutual Funds, Individual Bonds, Bond Mutual Funds, Foreign Mutual Funds and ETFs.

- **Income Objective.** Provide for preservation of capital with an emphasis on income generation as a primary objective and long-term growth as a secondary objective. To provide results without undue exposure to risk and managed to achieve the most favorable after-tax return. Average risk tolerance and relatively lower return potential. Relatively low variability of return.

(volatility) 40%-60% equities; 40% to 60% in fixed income, alternative investments or cash equivalents. Appropriate investments include: Common & Preferred Stocks & ADR's, Alternative Investments, Real Estate, Commodities, Options, Stock Mutual Funds, Individual Bonds, Bond Mutual Funds, Foreign Mutual Funds and ETFs.

- **AlphaMark Fund Strategy.** The strategy will invest primarily in a diversified portfolio of ETFs and individual equity securities representing large cap companies in the S&P 500 Index with the underlying ETFs primarily tracking the individual sectors represented in the S&P 500 Index. Large cap companies are defined as companies with a total market cap of \$5 billion or more at the time of purchase. The Advisor will monitor valuation metrics to determine if a sector becomes overvalued or undervalued and will adjust the allocation accordingly.
- **AlphaMark Actively Managed Small Cap Strategy.** The strategy will invest primarily in exchange-traded funds ("Underlying ETFs") that invest in equity securities of small cap companies listed on a U.S. or international exchange (including in emerging markets). The Fund defines "small cap" companies as companies with a total market capitalization of less than \$5 billion at the time of purchase. Under normal circumstances, the Fund will invest at least 80% of its net assets directly or indirectly in small cap companies. Investments in Underlying ETFs that, under normal circumstances, invest at least 80% of their net assets in small cap companies will count toward the Fund's 80% investment policy. The Adviser continually monitors global market conditions and the valuation of specific styles to determine the allocations of the holdings in the Fund.

#### Long-Term Purchases, Risk Controls and Sell Discipline.

- **Long-term Purchases.** We purchase securities with the idea of holding them in the client's account until market conditions indicate a change. Typically, we employ this strategy when we believe the securities to be currently undervalued, and/or we want exposure to a particular asset class over time, regardless of the current projection for this class.

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- **Risk Controls and Sell Discipline.** Our process places a strong emphasis on risk controls and sell discipline using the following circumstances: 1) A material change in company structure or management; 2) A material change in the industry or economic factors effecting that industry; 3) A position has grown to an unacceptable weight; 4) Earnings momentum has decreased from previous estimates; or 5) The security's stock price has become overvalued by 20% or more based on our proprietary cash flow models.

Securities investments are not guaranteed and you can lose money on your investments if the securities purchased decrease in price. We ask that you work with us to help us understand your tolerance for risk. A risk in a long-term purchase strategy is that by holding the security for a length of time we do not take advantage of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, a security can decline sharply in value before we make the decision to sell.

- **Risks for all forms of analysis.** Our securities analysis methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data utilized in our analysis is incorrect, there is always a risk that our analysis could be compromised by inaccurate or misleading information.

**Stock Market Risk.** The return on and value of an investment will fluctuate in response to stock market movements. Stocks and other equity securities are subject to market risks, such as a rapid increase or decrease in a stock's value or liquidity, and fluctuations in price due to earning, economic conditions, world events and other factors beyond our control. A company's share price can decline if a company does not perform as expected, if it is not well managed, if there is a decreased demand for its products or services, or during periods of economic uncertainty or stock market turbulence, among other circumstances.

**ETF Risk.** An Exchange trade fund ("ETF") is a professionally managed marketable security that invests in a basket of assets such as stocks, short-term money market instruments, other ETFs, and other securities or any combination of securities, following the fund stated objectives. ETFs experience price changes throughout the day as they are bought and sold. During extreme market volatility, ETF prices can lag the actual underlying asset value. This lag usually resolves itself in a short period of time (usually the following day), however, there is no guarantee this will always occur.

**Fixed Income Risk.** Fixed income securities also are subject to market risk effecting the fluctuation of price and value. Fixed income assets have additional potential risks such as inflationary risk, interest rate risk, credit risk, income risk, currency risk, default/repayment/maturity risk, and quality risk.

**Other Important Risk Considerations.** Large Capitalization and Small Capitalization equity securities which, like all equity securities, carry the potential for unpredictable drops in value and periods of lackluster performance. Large capitalization companies could at times be unable to respond as quickly as smaller companies to new competition challenges and also not be able to attain the high growth rate of successful smaller companies. Small capitalization companies or funds could involve greater risks than large capitalization companies or funds because these companies could lack the

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management experience, financial resources, product diversification and competitive strengths of larger companies. Small capitalization investments can be subject to greater price fluctuations and be less liquid compared to larger capitalization investments. Foreign securities investments involve risks that could be different from those of U.S. securities. Foreign securities might not be subject to uniform audit and financial reporting and disclosure standards. Foreign investments also can be subject to adverse changes in investment or exchange control regulations, expropriation or confiscatory taxation, political or social instability, and nationalization of companies or industries. Although we make every effort to preserve and grow capital, our strategy may not achieve its investment objective due to the risks noted above and clients should understand investing in financial markets involves a risk of loss of principal that each client should be prepared to bear.

#### **Item 9 Disciplinary Information**

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management. Our firm and our management personnel have no reportable disciplinary events to disclose.

#### **Item 10 Other Financial Industry Activities and Affiliations**

**Mutual Fund Affiliation.** AlphaMark previously disclosed in "Advisory Business" (Item 4) and "Fees and Compensation" (Item 5) of this brochure that our firm is the investment adviser to the AlphaMark Fund. We are related to AlphaMark Investment Trust through our role as investment advisor to the AlphaMark Fund and owners of AlphaMark serve as a trustee and/or officers of the Trust. The relationship could be considered a material conflict of interest when we invest a client's assets in a mutual fund we manage since the client is responsible for paying management fees agreed upon in their investment advisory contract with AlphaMark as well as the management fees charged by the affiliated mutual fund. In these specific instances, we can be paid as the client's advisor and also as the affiliated fund manager. (in lieu of paying a non-related Investment Trust.) See Item 5 Fees and Compensation under the Mutual Fund Fees section.

For additional information, the Fund's prospectus and SAI are available on-line at: <https://alphamarkadvisors.com/mutual-fund-investors/>. Prospective investors should review these documents carefully before making any investment in a Fund.

**ETF Fund Affiliation.** Similar to the AlphaMark mutual fund affiliation, AlphaMark is the investment adviser to the AlphaMark Actively Managed Small Cap ETF as disclosed in "Advisory Business" (Item 4) and "Fees and Compensation" (Item 5) of this ADV brochure. The relationship could be considered a material conflict of interest when we invest a client's assets in an ETF we manage since the client is responsible for paying management fees agreed upon in their investment advisory contract with AlphaMark as well as the management fees charged by the affiliated ETF. In these specific instances, we can be paid as the client's advisor and also as the affiliated fund manager. (in lieu of paying a non-related Investment Trust.) See Item 5 Fees and Compensation under the ETF Fees section.



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For additional information, the ETFs prospectus and SAI are available on-line at:

<http://www.alphamarkadvisors.com/etf/>. Prospective investors should review these documents carefully before making any investment in the ETF.

**Other Affiliation(s).** Some of the management personnel of AlphaMark can also be member(s) of limited liability companies (LLCs) and/or general partner(s) to limited partnerships (LPs). For further details see AlphaMark personnel's Part 2B of Form ADV Brochure Supplements Item 4: Other Business.

AlphaMark had a formal affiliation with VonLehman CPA and Advisory Firm until 12/31/2022.

AlphaMark can recommend insurance products on occasion to satisfy the needs and circumstances of clients. Christian A. Lucas is a licensed insurance representative of Lincoln Financial Group and Kelly E. Owens is a licensed general insurance agent compensated financially directly and residually by insurance companies to sell fixed indexed annuities, long term care coverage and non-variable life insurance products. Since the insurance representative or agent receives compensation, clients should be aware a conflict of interest or potential conflict of interest exists since the insurance representative has a financial incentive to recommend one product over another. Clients, however, are not under any obligation to use recommended insurance products. The implementation of any or all recommendations is solely at the discretion of the client. Clients should only purchase insurance products they are comfortable purchasing. AlphaMark is not affiliated with any insurance company. AlphaMark will not use its discretionary authority to place transactions through an insurance carrier. AlphaMark Advisors will only recommend investments that it believes are consistent with the best interests of the client.

**Relationships with Other Advisors & Relationships with Related Persons.** Outside of the relationship referenced herein, neither the Adviser nor any of its management persons have any other material relationships or conflicts of interest with any financial industry participants other than those discussed above. Under the Adviser's compliance policies and procedures, Advisor Representatives are required to obtain pre-approval of any outside business activities from the Adviser's chief compliance officer so that the Adviser can monitor any potential conflicts of interest between the representative and any clients.

### **Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

**Code of Ethics.** Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws. AlphaMark and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

Our Code of Ethics includes policies and procedures for the review of employee personal quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics requires the pre-clearance of any employee's acquisition of securities within set parameters and any new business ownership relationships. Our Code also provides for oversight, enforcement and recordkeeping provisions.



## Part 2A of Form ADV: Firm Brochure

### AlphaMark Advisors LLC

AlphaMark's Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information will not be used in a personal or professional capacity. In accordance with Section 204A of the Investment Advisers Act of 1940, AlphaMark also maintains and enforces written policies reasonably designed to prevent the misuse of material non-public information by our firm or any person associated with AlphaMark. We collect nonpublic personal information about our clients from the following sources: Information we receive directly from our clients on applications or other forms and information about client's transactions or from any of AlphaMark's affiliates or broker-dealers utilized. AlphaMark does not disclose any nonpublic information about its customers or former customers to anyone, except as permitted by law. AlphaMark discloses limited information collected, if necessary, as described above to companies that perform marketing services on its behalf or to other financial institutions with which it has joint marketing agreements. We restrict access to nonpublic personal information about its clients to those employees who need to know that information to provide products or services to their clients and we maintain physical, electronic and procedural safeguards that comply with federal standards to guard the client's nonpublic personal information.

A complete copy of our Code of Ethics is available to our advisory clients and prospective clients. You can request a copy by email sent to [ahaggerty@alphamarkadvisors.com](mailto:ahaggerty@alphamarkadvisors.com), or by calling us at 859-957-1803. As previously disclosed in this brochure, AlphaMark is the investment adviser to an affiliated mutual fund. Please refer to "Advisory Business" (Item 4) and "Fees and Compensation" (Item 5) for a detailed explanation of this relationship and its Advisory fees paid. Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

**Personal Trading.** Our firm and/or individuals associated with our firm can buy or sell for their personal account's securities identical to or different from those recommended to our clients. In addition, any related person(s) who have an interest or position in a certain security (ies) are permitted to recommend the same securities to a client. We have a written expressed Personal Securities policy that all AlphaMark access persons adhere to regarding purchasing or selling securities in their personal accounts. The reviewing officer will not approve a transaction if a material conflict of interest exists.

We can manage individual brokerage accounts for our employees, associated persons, directors, board members and owners for a fee. These accounts will be managed on a discretionary basis. AlphaMark's pre-clearance policies specific to transactions, apply only to those transactions that the associated people direct themselves. If an employee or associated person of our firm conducts transactions in their account not managed by AlphaMark, those transactions are subject to our Code. Those accounts and transactions are subject to the regulations under Section 204A of the Investment Advisers Act of 1940 and are the responsibility of the employee or associated person to report to AlphaMark's compliance officer. A quarterly request for transactions will be made to all employees and associated persons. If there were no transactions, that must be reported as well.

**Prohibited Transactions.** Our firm prohibits its employees from becoming involved in "agency cross" or "principal transaction". An agency cross transaction occurs when an advisor executes a trade with an advisory client on one side of the transaction and a non-advisory client on the other. Principal Transactions:

## Part 2A of Form ADV: Firm Brochure

### AlphaMark Advisors LLC

Our firm also prohibits its employees from becoming involved in principal transactions. A principal transaction is when an adviser purchases any security from or sells any security to a client.

#### Item 12 Brokerage Practices

**Our Fiduciary Duty.** As an adviser and a fiduciary to the firm's clients, AlphaMark's clients' interests are placed first and foremost. AlphaMark's trading practices and procedures prohibit unfair trading practices. AlphaMark seeks to disclose and avoid any conflicts of interests or resolve such conflicts in the client's favor. Section 206 of the Advisers Act of 1940 makes it unlawful for any advisor, by use of the mail or by any means or instrumentality of interstate commerce, directly or indirectly to:

- employ any device, scheme, or artifice to defraud any client or prospective client;
- engage in any transaction, practice or course of business that operates as a fraud or deceit upon any client or prospective client;
- engage in any act, practice or course of business that is fraudulent, deceptive or manipulative;
- act as a principal for its own account, or act as broker for another person, knowingly sell or buy any security from an advisory client without first disclosing in writing its capacity in the transaction and obtaining the client's consent to the transaction.

**Trading.** AlphaMark has a fiduciary duty to obtain the best execution of trades for client accounts. To fulfill this duty, AlphaMark generally must "execute securities transactions for clients in such a manner that the client's total cost or proceeds in each transaction is the most favorable under the circumstances". The SEC views best execution as the best qualitative execution, not necessarily the best possible commission cost. To that extent, if we have more than one custodian holding assets when trading a block trade (multiple accounts trading the same stock when the strategy sells or buys the position across the firm), trades within each custodian are added (blocked) together, and custodians are alphabetized then rotated from a fixed list to ensure one custodian does not receive preferential treatment over another. Example: #1 custodian is chosen for the first block trade, and then in order each subsequent custodian's clients are traded. Next block trade will begin with #2 custodian. This block trading policy will prevent preferential treatment to clients of one custodian."

**Allocation/Aggregation.** We have a fiduciary duty to allocate trades in such a way that AlphaMark's own (or affiliated) account(s) do not receive more favorable treatment. We will not give special consideration or preferential treatment to any account. If we have an opportunity to participate in a limited issue security, we will exercise our fiduciary responsibility to ensure that client accounts receive the same attention as our own or affiliated accounts and no account is given favorable treatment.

**Selecting Brokers/Custodians.** We seek to recommend a custodian/broker who will hold our clients' assets and execute transactions on terms that are, overall, most advantageous when compared to other available providers. We consider a wide range of factors, including, but not limited to, combination of transaction execution services and asset custody services (generally without a separate fee for custody), capability to execute, clear, and settle trades (buy and sell securities for your account), capability to facilitate transfers and payments to and from accounts (deposits, wire transfers, check requests, etc.), breath

## Part 2A of Form ADV: Firm Brochure

### AlphaMark Advisors LLC

of available investment products (stocks, bonds, mutual funds, exchange-traded funds (ETFs), etc., availability of investment research tools that assist us in making investment decisions, quality of services, competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.) and willingness to negotiate the prices, reputation, financial strength, security and stability, prior service to us and our other clients, services delivered or paid for by Schwab, availability of other products and services that benefit us, as discussed below (See “Products and Services Available to Us”). We will make every effort to accommodate a client who wishes to direct trading. Although by directing brokerage transactions, we would have no involvement over the execution of client transactions, and the transaction costs could be more expensive to the client.

**Custodian and Brokers that We Recommend.** We do not maintain custody of assets we manage. Although technically we can be deemed to have a level of custody of assets if given the authority to withdraw assets from your account (see Item 15 - Custody below). Assets must be maintained in an account at a “qualified custodian”, generally a broker-dealer or bank. We generally recommend that our clients use Charles Schwab & Co., Inc. (Schwab), registered broker-dealers, members of SIPC, as the qualified custodian. We are independently owned and operated and are not affiliated with Schwab. Schwab will hold your assets in a brokerage account and buy and sell securities as we instruct. While we recommend that you use Schwab as custodian/broker, you will decide whether to do so and will open your account with Schwab by entering into an account agreement directly with them which we can facilitate for you. Even though your account is maintained at Schwab, we can still use other brokers to execute trades for your account if needed as described below (see “Your Brokerage and Custody Costs”).

**Brokerage and Custody Costs.** For our clients’ accounts that Schwab maintain, brokers generally do not charge you separately for custody services but brokers are compensated by charging you commissions or other fees on trades that they execute or that settle into your account. In order to minimize your trading costs, we have Schwab execute most of your trades to be consistent with our duty to seek “best execution”. If your account is held in custody at Schwab, but we trade with a different “prime broker” or “trade away”, Schwab will charge you a flat dollar amount fee for each trade that we have executed by a different broker-dealer while Schwab act as your custodian, but where the securities bought or the funds from the securities sold are deposited (settled) into your Schwab account. These fees would be in addition to the commissions or other compensation you pay the executing broker dealer, which is why we choose to execute the majority, if not all of your trades through the custodian. (see “Selecting Brokers/Custodian”).

**Products and Services Available to Us.** Schwab Advisor Services (formerly called Schwab Institutional) is Schwab’s business unit serving independent investment advisory firms like us. They provide us and our clients with access to its institutional brokerage-trading, custody, reporting, and related services – many of which are not typically available to Schwab retail customers. Schwab also makes available support services. Schwab’s support services generally are available on an unsolicited basis (we don’t have to request them) and at no charge to us. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients and would generally benefit your account. There can be other products and services that benefit us that would not directly benefit your account since they help us to manage and administer our clients’ accounts. These include such things as investment research, both Schwab’s own and that of third parties. We can use this research to service all or a substantial number of our clients’ accounts, including accounts held by other custodians. In addition to research, Schwab also make available software

## Part 2A of Form ADV: Firm Brochure

### AlphaMark Advisors LLC

and other technology that provide access to client account data (such as duplicate confirmation and account statements), facilitate trade execution and allocate aggregated trade order for multiple account, provide security pricing and other market data, facilitate payment of our fees from our clients' accounts, and assist with back-office functions/recordkeeping, and client reporting. Schwab also offers other services intended to help us manage and further develop our business enterprise such as educational conferences and events, consulting on technology/compliance/legal/business needs and access to employee benefits providers, human capital consultants and insurance providers. While Schwab can provide some of these services itself, in other cases, it will arrange for third-party vendors to provide the services to us. Schwab can also discount or waive its fees for some of these services or pay all or part of a third party's fees. Schwab could also provide us with other benefits such as occasional business entertainment of our personnel. If you did not maintain your account with Schwab, we would be required to pay for these services from our own resources and these services would not be available to us. The fact that we receive these benefits from Schwab is an incentive for us to recommend the use of Schwab and is a conflict of interest. However, our recommendation of Schwab as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services and not Schwab's services that benefit only us.

**Soft Dollars.** We are not participating in Soft dollar programs at this time. Soft dollars are generated from trading commissions. Investment managers typically use soft dollars to pay for investment research as long as the expenses paid fall within the "safe harbor" provided by the Section 28(e) of the Securities Exchange Act of 1934.

### Item 13 Review of Accounts

**Individually Managed Account Portfolio Management.** AlphaMark reviews its clients' accounts on an ongoing basis. All clients are encouraged to discuss with their advisor his/her/their investment objectives, needs and goals and to keep the advisor informed of any changes regarding same. All clients are encouraged to meet, at least quarterly, with their advisor, to fully review financial planning issues, investment objectives and account performance. Periodically the Chief Compliance Officer reviews client accounts for the asset class weightings compared to the portfolio allocations listed in the Client Investment Policy Statement. The weightings are to be within range or the advisor is to have the client approve such discrepancies. Advisors are responsible for all levels of client service including but not limited to; establishing accounts, discussing Investment Policy Statements with clients, implementing those policies, investing and re-balancing accounts to client's policy and AlphaMark's approved investments. Account reviews are done at a minimum on a quarterly basis by the individual advisor, or more frequently if market changes require re-balancing of individual or sector weights. Clients receive monthly statements and confirmations of transactions from their custodian and the client is provided access to a separate electronic reporting portal to access our client reporting.

**AlphaMark Fund Portfolio Management.** AlphaMark continually reviews and monitors the AlphaMark Fund Mutual Fund and the AlphaMark Actively Managed Small Cap ETF holdings adhering to the investment objectives as detailed in each fund's respective prospectus. Clients should refer to a prospectus for detailed information about specific funds.

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### AlphaMark Advisors LLC

**Other Portfolio Management.** Clients where we act as the Sub-Advisor are provided client statements from their Advisor. Where we act as the manager of a model program, information and reporting is provided by the sponsoring brokerage firm.

#### **Item 14 Client Referrals and Other Compensation**

From time to time, AlphaMark has established a relationship with a non-affiliated CPA firm. Dependent on the client's needs and complexity of the tax preparation, AlphaMark covered a percentage of the cost of the tax preparer's fee in certain circumstances.

We receive an economic benefit from our relationship with Schwab. This takes the form of the support products and services, how they benefit us, and the related conflicts of interest are described above (see Item 12 – Brokerage Practices.) Our ability to use Schwab's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

**Schwab Advisor Network Referral fees.** AlphaMark participated in a Schwab client referral program called the Schwab Advisor Network ("the Service") until 2006. The Service was designed to help investors find an independent advisor. As outlined in Item 12 Broker Practices, Schwab is a broker-dealer independent of and not affiliated with AlphaMark. We paid Schwab fees to receive client referrals through the Service. Although we have not been a part of the program since 2006, for those accounts we received as a part of the Service, the process could encourage a conflict of interest, since we are required to compensate Schwab a set fee for any assets we continue to manage that leave Schwab's custody. Please contact AlphaMark if you would like more detailed information on this referral program.

#### **Item 15 Custody**

We previously disclosed in the "Fees and Compensation" (Item 5) section of this Brochure that our firm typically directly debits advisory fees from client accounts giving our firm custody technically of your assets but only related to fee billing.

As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period.

Schwab maintains actual custody of your assets. You will receive account statements directly from Schwab at least quarterly. The Schwab statements will be sent to the email or postal mailing address you provided to Schwab.

Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things. Clients should contact us directly if they believe that there has been an error in their periodic statements they receive directly from their custodians.

Our firm does not have actual or constructive custody of client accounts. See Item 12 Brokerage Practices for additional information regarding brokerage and custody.



## Part 2A of Form ADV: Firm Brochure

### AlphaMark Advisors LLC

#### **Item 16 Investment Discretion**

Clients can hire us to provide discretionary asset management services, in which case we place trades in a client's account without contacting the client prior to each trade to obtain the client's permission.

Our discretionary authority includes the ability to do the following without contacting the client; determine the security to buy or sell; and/or determine the amount of the security to buy or sell and where to trade for best execution.

Clients give us discretionary authority when they sign a discretionary agreement with our firm, and can limit this authority by giving us written instructions. At any time, clients can change/amend such limitations by once again providing us with written instructions.

#### **Item 17 Voting Client Securities and Filing Class Action Claims**

**Proxy Voting for Advisory Accounts.** We do not direct how the proxies beneficially owned by the client are voted. We instruct the client's custodian to send all proxy and shareholder communication directly to the client. If the Investment Account is for a pension or other employee benefit plan governed by ERISA, the client directs us not to vote proxies for securities held in the account since the right to vote the proxies is expressly reserved to the plan's trustees.

**Proxy Voting for the AlphaMark Fund.** The Board of Trustees of the Trust defers and relies on AlphaMark to make proxy voting decisions to be voted consistent with the Fund's and its shareholders' best interests and in compliance with all applicable proxy voting rules and regulations. The Proxy Voting Policies and Procedures are available upon request through the Trust's toll-free number 866-420-3350 and are available on the Commission's website at [www.sec.gov](http://www.sec.gov).

**Proxy Voting for the AlphaMark Actively Managed Small Cap ETF.** The Fund has delegated proxy voting responsibilities to the Adviser, subject to the Board's oversight. In delegating proxy responsibilities, the Board has directed proxies to be voted consistent with the Fund's and its shareholders' best interests and in compliance with all applicable proxy voting rules and regulations. When available, information on how the ETF voted proxies relating to portfolio securities during the most recent 12-month period ended June 30 will be available (1) without charge, upon request, by calling 1-800-617-0004 and (2) on the SEC's website at [www.sec.gov](http://www.sec.gov).

**Class Action Monitoring and Securities Claim Filing.** Advisory clients at times can be entitled to participate in a security class action litigation and could be notified of a pending or actual class action filing. In an ongoing effort to serve our clients, we engaged a 3<sup>rd</sup> party class action litigation specialist Chicago Clearing Corporation (CCC) to monitor and file these claims on behalf of our clients. We believe using CCC will maximize the potential recovery of these claims. CCC does retain a set negotiated percentage of the award payment as a contingency fee. To file the class action paperwork, we are required to provide private information to CCC using a secure process. Clients can choose not to participate in this service. A Client can file the class action paperwork without using a service. Please let your advisor know

## **Part 2A of Form ADV: Firm Brochure**

### **AlphaMark Advisors LLC**

that you are opting out and we will not include your account in this service. Neither AlphaMark nor CCC will monitor any class action that a client could be entitled to receive from a settlement who has opted out of the service provided by CCC.

#### **Item 18 Financial Information**

Under no circumstances do we require or solicit payment of fees in excess of \$1200 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.

AlphaMark has not been the subject of a bankruptcy petition at any time during the past ten years.





**Brochure Supplement**

**Part 2B of Form ADV**

**Item 1: Cover Page**

**Michael L. Simon**

**(CRD# 4365604)**

**AlphaMark Advisors, LLC**

810 Wright's Summit Pkwy, Suite 100  
Ft. Wright, KY 41011

Telephone: 859-957-1803

Date of Supplement:

03/30/2023

This brochure supplement provides information about Michael L. Simon that supplements the AlphaMark Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Anne Haggerty (CCO) at (859) 957-1803 if you did not receive the AlphaMark Advisors, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Michael L. Simon is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2: Educational Background and Business Experience**

Michael L. Simon was born in 1967. Mike graduated from Northern Kentucky University in 1989 earning a B.S. in Accountancy. In 1992, he completed the requirements to receive the Certified Public Accountant designation (inactive). In December of 1993, Mike graduated from Xavier University with an MBA in Finance. Mike earned the Chartered Financial Analyst (CFA) designation in 1996. The CFA designation is offered by the CFA Institute (Formerly the Association for the Investment Management and Research - AIMR). To obtain the CFA charter, candidates must 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join the CFA institute as a member; 4) commit to abide by, and annually reaffirm, adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct. In obtaining the CFA designation, the candidate demonstrates their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

Mike founded AlphaMark Advisors, LLC in 1999 (formerly known as Wealth Advisors of Cincinnati) which is a SEC Registered Investment Advisory firm. Mike is the President and CEO of AlphaMark Advisors, LLC. Mike is the Portfolio Manager for the AlphaMark Fund (AMLCX) mutual fund and serves as the President for the AlphaMark Investment Trust Investment Board since October 2008. Mike Simon acts as the Portfolio Manager, on behalf of AlphaMark Advisors, for the AlphaMark Actively Managed Small Cap ETF (SMCP), a series of the ETF Series Solutions since 2015.

## **Item 3: Disciplinary Information**

There are no legal or disciplinary events for Michael L. Simon.

## **Item 4: Other Business Activities**

Michael L. Simon does not have outside business activities which are not in the financial industry or related to AlphaMark Advisors, LLC in any way.

Mike has a 25% ownership in Combined Care Mgmt LLC DBA Figure Weight Loss (a weight loss clinic), a 25% ownership of CCM Barnwood (a multi-floor office building) and 50% ownership in SL Auto Group (a Limousine Service), and a 100% ownership of Dispenser Man (beverage dispensing product).

Note: It is not acceptable for an AlphaMark employee to serve on the board of a company in which an affiliated Investment Company holds an investment.

### **Item 5: Additional Compensation**

Michael L. Simon receives no economic benefit from anyone who is not a client for providing advisory services.

### **Item 6: Supervision**

AlphaMark reviews its clients' accounts on an ongoing basis. All clients are encouraged to discuss with their advisor his/her/their investment objectives, needs and goals and to keep the advisor informed of any changes regarding same. All clients are encouraged to meet, at least quarterly, with their advisor, to comprehensively review financial planning issues, investment objectives and account performance. Periodically the Advisor and the Chief Compliance Officer reviews assigned client accounts for the sector and individual holdings weightings compared to the portfolio allocations listed in the Client Investment Policy Statement. The weightings are to be within range or the advisor is to have the client approve such discrepancies. Advisors are responsible for all levels of client service including but not limited to; establishing accounts, discussing Investment Policy Statements with clients, implementing those policies, investing and re-balancing accounts to client Policy and AlphaMark's approved investments. Account reviews are done at a minimum on a quarterly basis, or more frequently if market changes require re-balancing of individual or sector weights. Clients receive monthly statements and confirmations of transactions from their custodian and the client is provided access to an electronic portal to access our client reporting. In addition, AlphaMark continually reviews and monitors any AlphaMark Mutual Fund and AlphaMark ETF holdings to ensure it is seeking the investment objectives as detailed in the Prospectus. Clients should refer to the Prospectus for information regarding regular reporting to the funds by AlphaMark.



**Brochure Supplement**

**Part 2B of Form ADV**

**Item 1: Cover Page**

**Christian A. Lucas**

**(CRD# 3259194)**

**AlphaMark Advisors, LLC**

810 Wright's Summit Pkwy, Suite 100  
Ft. Wright, KY 41011

Telephone: 859-957-1803

Date of Supplement:

03/30/2023

This brochure supplement provides information about Christian A. Lucas that supplements the AlphaMark Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Anne Haggerty (CCO) at (859) 957-1803 if you did not receive the AlphaMark Advisors, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Christian A. Lucas is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2: Educational Background and Business Experience**

Christian A. Lucas was born in 1972. Christian earned a Bachelors of Arts from Northern Kentucky University in 1996. Christian passed the Series 7 which is a General Securities Representative exam (inactive) and Series 63 a Uniform Securities Agent State Law exam (inactive) in 1999 while employed with a national level financial institution.

Christian joined AlphaMark Advisors in 2000 as an investment advisor and is a managing partner of the firm. In 2002, Christian completed the requirements to the Certified Financial Planner (CFP) designation (Inactive). The CFP program is administered by the Certified Financial Planner Board of Standards Inc. Those with the CFP designation have demonstrated competency in all areas of finance related to financial planning. In 2009, Christian became licensed by the department of insurance to conduct business in the Commonwealth of Kentucky and has demonstrated knowledge of insurance products, insurance laws and ethics.

## **Item 3: Disciplinary Information**

There are no legal or disciplinary events for Christian A. Lucas.

## **Item 4: Other Business Activities**

Christian A. Lucas does have outside business activities which are not related to AlphaMark Advisors, LLC in any way. Christian has a 25% ownership in Combined Care Mgmt LLC. DBA Figure Weight Loss (a weight loss clinic), 25% ownership of CCM Barnwood (a multi-floor office building), and 50% ownership in SL Auto Group ( a Limousine Service).

Christian A. Lucas is also a licensed insurance representative of Lincoln Financial Group. AlphaMark may, from time to time, recommend insurance and variable products to satisfy the needs and circumstances of clients. Clients, however, are not under any obligation to use recommended insurance products. The implementation of any or all recommendations is solely at the discretion of the client. AlphaMark is not affiliated with Lincoln Financial Group. AlphaMark will not use its discretionary authority to place transactions through Lincoln. No client is obligated to utilize insurance products.

Note: It is not acceptable for an AlphaMark employee to serve on the board of a company in which an affiliated Investment Company holds an investment.

### **Item 5: Additional Compensation**

Christian A. Lucas may receive additional economic benefit from insurance products and may be compensated financially directly and residually by insurance companies.

The potential to receive additional compensation, such as insurance or brokerage commissions, presents a conflict of interest as it gives certain AlphaMark representatives an incentive to recommend these products. AlphaMark Advisors will only recommend investments that it believes are consistent with the best interests of the client.

### **Item 6: Supervision**

AlphaMark reviews its clients' accounts on an ongoing basis. All clients are encouraged to discuss with their advisor his/her/their investment objectives, needs and goals and to keep the advisor informed of any changes regarding same. All clients are encouraged to meet, at least quarterly, with their advisor, to comprehensively review financial planning issues, investment objectives and account performance. Periodically the Advisor and Chief Compliance Officer reviews assigned client accounts for the sector and individual holdings weightings compared to the portfolio allocations listed in the Client Investment Policy Statement. The weightings are to be within range or the advisor is to have the client approve such discrepancies. Advisors are responsible for all levels of client service including but not limited to; establishing accounts, discussing Investment Policy Statements with clients, implementing those policies, investing and re-balancing accounts to client Policy and AlphaMark's approved investments. Account reviews are done at a minimum on a quarterly basis, or more frequently if market changes require re-balancing of individual or sector weights. Clients receive monthly statements and confirmations of transactions from their custodian and the client is provided access to an electronic portal to access our client reporting. In addition, AlphaMark continually reviews and monitors any AlphaMark Mutual Fund and AlphaMark ETF holdings to ensure it is seeking the investment objectives as detailed in the Prospectus. Clients should refer to the Prospectus for information regarding regular reporting to the funds by AlphaMark.



**Brochure Supplement**

**Part 2B of Form ADV**

**Item 1: Cover Page**

**Kelly E. Owens**

**(CRD# 5793107)**

**AlphaMark Advisors, LLC**

810 Wright's Summit Pkwy, Suite 100  
Ft. Wright, KY 41011

Telephone: 859-957-1803

Date of Supplement:

03/30/2023

This brochure supplement provides information about Kelly E. Owens that supplements the AlphaMark Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Anne Haggerty (CCO) at (859) 957-1803 if you did not receive the AlphaMark Advisors, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Kelly E. Owens is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).



## **Item 2: Educational Background and Business Experience**

Kelly E. Owens was born in 1965. Kelly earned a Bachelor of Arts from the University of Kentucky in 1988. She earned an additional Bachelor of Science from Thomas More College in 1995 and a Masters of Education degree from Northern Kentucky University in 2004. Kelly passed the Series 7 which is a General Securities Representative exam (inactive) and Series 63 a Uniform Securities Agent State Law exam (inactive) in 2010 while employed with a national level financial institution. Kelly also became a Certified College Planning Specialist in 2011 while employed with a national level company.

Kelly joined AlphaMark Advisors in 2014 as an investment advisor and is a partner of the firm. She passed the series 65, Uniform Investment Advisor Law exam, and earned the designation of Certified Divorce Financial Analyst (CDFA) in 2014. The CDFA program is administered by the Institute for Divorce Financial Analysts and demonstrates competency in areas of financial planning such as tax consequences, dividing assets and real estate, uniquely related to divorce. Kelly earned the Certified Financial Planner (CFP) designation in 2016. The CFP program is administered by the Certified Financial Planner Board of Standards Inc. Those with the CFP designation have demonstrated competency in all areas of finance related to financial planning. Candidates complete studies on over 100 topics, including stocks, bonds, taxes, insurance, retirement planning and estate planning. In 2020, Kelly became licensed by the department of insurance to conduct business in the Commonwealth of Kentucky and has demonstrated knowledge of insurance products, insurance laws and ethics. Kelly completed certification as a national Social Security Advisor in March 2022. This advanced Social Security training qualifies her to guide retirees through the options available, best time to access the benefits, and the best way to claim Social Security benefits in order to optimize Social Security income.

## **Item 3: Disciplinary Information**

There are no legal or disciplinary events for Kelly E. Owens.

## **Item 4: Other Business Activities**

Kelly E. Owens is also a licensed general insurance agent. AlphaMark has, from time to time, recommended insurance products to satisfy the needs and circumstances of client. Clients, however, are not under any obligation to use recommended insurance products. The implementation of any or all recommendations is solely at the discretion of the client. AlphaMark is not affiliated with any insurance company. AlphaMark will not use its discretionary authority to place transactions. No client is obligated to utilize insurance products.

Note: It is not acceptable for an AlphaMark employee to serve on the board of a company in which an affiliated Investment Company holds an investment.

### **Item 5: Additional Compensation**

Kelly E. Owens has received additional economic benefit from insurance products and receives financial compensation directly and residually by insurance companies.

The potential to receive additional compensation, such as insurance or brokerage commissions, presents a conflict of interest as it gives certain AlphaMark representatives an incentive to recommend these products. AlphaMark Advisors will only recommend investments that it believes are consistent with the best interests of the client.

### **Item 6: Supervision**

AlphaMark reviews its clients' accounts on an ongoing basis. All clients are encouraged to discuss with their advisor his/her/their investment objectives, needs and goals and to keep the advisor informed of any changes regarding same. All clients are encouraged to meet, at least quarterly, with their advisor, to comprehensively review financial planning issues, investment objectives and account performance. Periodically the Advisor and the Chief Compliance Officer reviews assigned client accounts for the sector and individual holdings weightings compared to the portfolio allocations listed in the Client Investment Policy Statement. The weightings are to be within range or the advisor is to have the client approve such discrepancies. Advisors are responsible for all levels of client service including but not limited to; establishing accounts, discussing Investment Policy Statements with clients, implementing those policies, investing and re-balancing accounts to client Policy and AlphaMark's approved investments. Account reviews are done at a minimum on a quarterly basis, or more frequently if market changes require re-balancing of individual or sector weights. Clients receive monthly statements and confirmations of transactions from their custodian and the client is provided access to an electronic portal to access our client reporting. In addition, AlphaMark continually reviews and monitors any AlphaMark Mutual Fund and AlphaMark ETF holdings to ensure it is seeking the investment objectives as detailed in the Prospectus. Clients should refer to the Prospectus for information regarding regular reporting to the funds by AlphaMark.



**Brochure Supplement**

**Part 2B of Form ADV**

**Item 1: Cover Page**

**Andrew C. Becker**

**(CRD# 4959123)**

**AlphaMark Advisors, LLC**

810 Wright's Summit Pkwy, Suite 100  
Ft. Wright, KY 41011

Telephone: 859-957-1803

Date of Supplement:

03/30/2023

This brochure supplement provides information about Andrew (Drew) C. Becker that supplements the AlphaMark Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Anne Haggerty (CCO) at (859) 957-1803 if you did not receive the AlphaMark Advisors, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Drew is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2: Educational Background and Business Experience**

Andrew (Drew) C. Becker was born in 1975. Drew earned a Bachelor of Science Degree from the Ohio University in 1998 majoring in Mathematics. Drew has been in the financial industry since 1999. He passed the Series 7, which is a General Securities Representative exam, and Series 66, a Uniform Combined State Law Exam in 2005 while employed with a national level financial institution.

In 2016, Drew joined AlphaMark Advisors, which is a SEC Registered Investment Advisory firm, as a Vice President. Drew is an Investment Advisor on separately managed accounts, and is a co-Portfolio Manager on the AlphaMark Fund and the AlphaMark Actively Managed Small Cap ETF strategy.

## **Item 3: Disciplinary Information**

There are no legal or disciplinary events for Andrew C. Becker.

## **Item 4: Other Business Activities**

Andrew C. Becker does not have any outside business activities.

Note: It is not acceptable for an AlphaMark employee to serve on the board of a company in which an affiliated Investment Company holds an investment.

## **Item 5: Additional Compensation**

Andrew C. Becker does not receive any compensation outside of AlphaMark Advisors LLC.

## **Item 6: Supervision**

AlphaMark reviews its clients' accounts on an ongoing basis. All clients are encouraged to discuss with their advisor his/her/their investment objectives, needs and goals and to keep the advisor informed of any changes regarding same. All clients are encouraged to meet, at least quarterly, with their advisor, to comprehensively review financial planning issues, investment objectives and account performance. Periodically the Advisor and Chief Compliance Officer reviews assigned client accounts for the sector and individual holdings weightings compared to the portfolio allocations listed in the Client Investment Policy Statement. The weightings are to be within range or the advisor is to have the client approve such discrepancies. Advisors are responsible for all levels of client service including but not limited to; establishing accounts, discussing Investment Policy Statements with clients, implementing those policies, investing and re-balancing accounts to client Policy and AlphaMark's approved investments. Account reviews are done at a minimum on a quarterly basis, or more frequently if market changes require re-balancing of individual or sector weights. Clients receive monthly statements and confirmations of transactions from their custodian and the client is provided access to an electronic portal to access our client reporting. In addition, AlphaMark continually reviews and monitors any AlphaMark Mutual Fund and AlphaMark ETF holdings to ensure it is seeking the investment objectives as detailed in the Prospectus. Clients should refer to the Prospectus for information regarding regular reporting to the funds by AlphaMark.



**Brochure Supplement**

**Part 2B of Form ADV**

**Item 1: Cover Page**

**Anthony W. Frambes**

**(CRD# 7308845)**

**AlphaMark Advisors, LLC**

810 Wright's Summit Pkwy, Suite 100  
Ft. Wright, KY 41011

Telephone: 859-957-1803

Date of Supplement:

03/30/2023

This brochure supplement provides information about Anthony W. Frambes that supplements the AlphaMark Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Anne Haggerty (CCO) at (859) 957-1803 if you did not receive the AlphaMark Advisors, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Anthony W. Frambes is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2: Educational Background and Business Experience**

Anthony W. Frambes was born in 1977 and raised in Fort Wright, KY. Tony graduated Cum Laude at Thomas More University in 2012 with a Bachelor in Business Administration. Tony passed the Series 6, the Investment Company/Variable Contracts Products Representative Qualification Exam and the Series 63, which is the Uniform Securities State Law Exam while employed with a national level financial institution. Tony is also licensed by the department of insurance to conduct business in Ohio, Kentucky, and Illinois and has demonstrated knowledge of insurance products, insurance laws, and ethics.

Tony joined AlphaMark Advisors in 2021 as Vice President and Investment Advisor. He passed the Series 65 Uniform Advisor Law exam (the NASAA Investment Advisers Law Exam) which covers laws, regulations, guidelines and ethics, in addition to topics important to the role of financial investment adviser such as economic factors and business information, investment vehicle characteristics, client investment recommendations and strategies.

## **Item 3: Disciplinary Information**

There are no legal or disciplinary events for Anthony W. Frambes.

## **Item 4: Other Business Activities**

Anthony W. Frambes does have outside business activities which are not in the financial industry or related to AlphaMark Advisors, LLC in any way.

Tony has a 25% ownership in OL Lexington, LLC (an orthopaedic pain management clinic) and 100% ownership in AWF Management Services, LLC (orthopaedic pain management clinics).

Note: It is not acceptable for an AlphaMark employee to serve on the board of a company in which an affiliated Investment Company holds an investment.

## **Item 5: Additional Compensation**

Anthony W. Frambes receives no economic benefit from anyone who is not a client for providing advisory services.



## **Item 6: Supervision**

AlphaMark reviews its clients' accounts on an ongoing basis. All clients are encouraged to discuss with their advisor his/her/their investment objectives, needs and goals and to keep the advisor informed of any changes regarding same. All clients are encouraged to meet, at least quarterly, with their advisor, to comprehensively review financial planning issues, investment objectives and account performance. Periodically the Advisor and Chief Compliance Officer reviews assigned client accounts for the sector and individual holdings weightings compared to the portfolio allocations listed in the Client Investment Policy Statement. The weightings are to be within range or the advisor is to have the client approve such discrepancies. Advisors are responsible for all levels of client service including but not limited to; establishing accounts, discussing Investment Policy Statements with clients, implementing those policies, investing and re-balancing accounts to client Policy and AlphaMark's approved investments. Account reviews are done at a minimum on a quarterly basis, or more frequently if market changes require re-balancing of individual or sector weights. Clients receive monthly statements and confirmations of transactions from their custodian and the client is provided access to an electronic portal to access our client reporting. In addition, AlphaMark continually reviews and monitors any AlphaMark Mutual Fund and AlphaMark ETF holdings to ensure it is seeking the investment objectives as detailed in the Prospectus. Clients should refer to the Prospectus for information regarding regular reporting to the funds by AlphaMark.