

Item 1 Introduction

Horter Investment Management, LLC is an investment advisor registered with the Securities and Exchange Commission. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2 Relationships and Services

What investment services and advice can you provide me? We offer investment advisory services, retirement plan asset services, and financial planning services to retail investors.

- **Account Monitoring:** We monitor your investments on an ongoing and continuous basis as part of our standard services. We formally review your account at least annually to ensure your investment portfolio is still appropriate based on any changes to your financial condition, goals and objectives, liquidity needs, time horizon, or risk profile.
- **Investment Authority:** We typically manage investment accounts on a discretionary basis, which permits us to decide which investments to buy or sell for your account. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account or by opting out of proprietary funds) by providing our firm with your restrictions in writing. We also manage accounts on a non-discretionary basis. When you choose to have your accounts managed on a non-discretionary basis, we may not buy or sell investments without your approval, and you will ultimately decide which investments to buy and sell for your account.
- **Investment Offerings:** We provide advice on various types of investments and are not limited to a specific type of investment or product. We do include the use of proprietary funds, which presents a conflict of interest.
- **Account Minimums & Other Requirements:** We do not require a minimum dollar amount to open and maintain an advisory account.

Additional information regarding our advisory services is available in Items 4, 5, 7 & 16 of our [Firm Brochure](#).

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?***

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

What fees will I pay? We typically charge an annual advisory fee based on Assets under Management in your account(s). This fee is negotiable (based upon various factors such as account size, complexity, pre-existing relationships) but will not exceed 1.99%. Fees are charged quarterly in arrears based on the average daily balance in your account(s) for the preceding quarter. The more assets you have in your advisory account(s), the more you will pay us, and therefore we have an incentive to increase those assets in order to increase our fees. Financial Planning Fees are negotiable and charged either as a fixed fee up to \$3500.00 or an hourly basis ranging from \$150 to \$175 per hour.

In addition to fees paid to us, some investment products (e.g., mutual funds, ETFs, variable annuities) impose additional fees that reduce the value of your investment over time. You will also pay fees to the custodian that holds your assets. 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. **For additional information, please see Item 5 of our [Firm Brochure](#).**

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money, and what conflicts of interest do you have? When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some

conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means:

- Purchase of Insurance - When you purchase insurance products through your Financial Professional, a related entity, your Financial Professional receives commission-based compensation related to that purchase. The receipt of this additional compensation gives us and your Financial Professional an incentive to recommend insurance products. You are under no obligation to purchase insurance or other products through us or our Financial Professionals.
- Use of Proprietary Funds - A portion of the investment product fee(s) you pay when we utilize one or more proprietary mutual funds (TFA Funds) in your account is paid to a related investment advisor, Tactical Fund Advisors, LLC. The more assets that are invested in TFA Funds, the more fees our related advisor earns. Therefore, we have a material financial incentive to recommend and utilize TFA Funds in your account(s). You may opt-out of TFA funds.

Additional information can be found in Items 4, 10, 11, 12, and 14 of our [Firm Brochure](#).

How do your financial professionals make money? Our Financial Professionals are compensated from a portion of the advisory fees you pay to us for providing investment advice to you or referring you to our firm. The portion will vary based on the advisory fee you pay but typically ranges from .89% to 1.24%. The more assets you have in your advisory account(s), the more you will pay us, and therefore we have an incentive to increase those assets in order to increase our fees. Your Financial Professional may also receive commissions when you purchase insurance products through them, including fixed annuities, life, health, accident, and long-term care insurance.

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

Item 4 Disciplinary History

Do you or your financial professionals have legal or disciplinary history? Yes, our firm and some of our financial professionals have legal or disciplinary history. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Questions to ask us:

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

Item 5 Additional Information

For up-to-date information or to request a current copy of our Form CRS, contact our Compliance Department at 513-984-9933, email us at compliance@him-ria.com or visit us at www.horterinvestment.com.

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 if I have concerns about how this person is treating me?*