



# STORYONE, LLC

Form ADV Part 3 – Client Relationship Summary  
April 30, 2024

## ITEM 1 – INTRODUCTION

StoryOne, LLC (“SO”) is an investment advisor registered with the Securities and Exchange Commission (“SEC”). Brokerage and investment advisory services and fees differ, and it is important for you, the *retail investor*, to 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?**

Our firm provides investment advisory services to individuals, corporations, trusts and estates, charitable organizations, and other business entities.

- *Investment Authority:* We manage investment accounts on a discretionary basis. A *discretionary account* allows us to buy and sell investments in your account without requiring your pre-approval on an ongoing basis until you notify us to change this arrangement. You may limit our discretionary authority (for example, limiting the types of funds that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing.
  - Portfolio management
- *Monitoring:* SO monitors your investments at least annually as part of our standard service.
- *Account Minimums:* SO has a minimum investment account balance of \$1,000,000. Generally, this minimum investment account requirement is negotiable.

**For additional information**, about our services can be found in Items 4, 5 and 7 of our Disclosure Brochure and available to all clients or by searching our firm’s CRD Number (CRD# 331394) here: [www.adviserinfo.sec.gov](https://www.adviserinfo.sec.gov).

**Conversation Starters.** Ask your financial professional:

- “Given my financial situation, should I choose an investment advisory service? Why or why not?”
- “How will you choose investments to recommend to me?”
- “What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?”

## ITEM 3: FEES, COSTS, AND STANDARDS OF CONDUCT

### **What fees will I pay?**

Portfolio Management fees vary depending on the services you receive. Additionally, the amount of assets in your account affects our advisory fee; the more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. Asset management fees range between 0.15% and 1.35%. Portfolio Management fees are payable quarterly in advance, based on the balance of the account on the last day of the previous quarter. You pay our fees even if you do not have any transactions and the advisory fee paid to us generally does not vary based on the type of investments selected. Please also see Items 4, 5, 6, 7 & 8 of our Brochure. 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.

**Description of Other Fees and Costs:** Some investments (e.g., mutual funds, variable annuities, etc.) impose additional fees (e.g., transactional fees and product-level fees) that reduce the value of your investment over time. You will also pay fees to a custodian that will hold your assets.

**Additional information** about our fees can be found in Item 5 of our Disclosure Brochure and available to all clients or by searching our firm’s CRD Number (CRD# 331394) here: [www.adviserinfo.sec.gov](https://www.adviserinfo.sec.gov).

**Conversation Starters.** Ask your financial professional:

- “Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?”

**What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?**

*When we act as your investment adviser*, we are obligated 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. The following is an example to help you understand what this means:

- Our firm and/or its investment advisory representatives may from time-to-time purchase or sell products or investments that they may recommend to clients. In such circumstances, our firm or its investment adviser representatives may have a financial interest in recommending investments that our firm or its representatives also own.
- Our firm charges you asset-based fees, more assets in the account will cause you to pay more in fees and therefore we may have an incentive to encourage you to increase the amount of money invested

**Additional information** about our conflicts of interest can be found throughout our Disclosure Brochure and available to all clients or by searching our firm’s CRD Number (CRD# 331394) here: [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Conversation Starters.** Ask us the following questions:

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

#### **How do your financial professionals make money?**

For advisory services provided, our financial advisors are compensated based on the amount of client assets they personally manage and service. In some instances, financial professionals in non-advisory roles are paid a salary and may earn bonuses based on company and individual performance.

**Additional information** about our financial professionals can be found on their respective Form ADV Part 2 Brochure Supplements that you will be provided.

#### **ITEM 4: DISCIPLINARY HISTORY**

##### **Do you or your financial professionals have legal or disciplinary history? For what type of conduct?**

No, neither we nor our financial professionals have a legal or disciplinary history. You can visit <http://investor.gov/crs> for a free and simple search tool to research us and our financial professionals.

**Conversation Starters.** Ask our financial professionals:

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

#### **ITEM 5: ADDITIONAL INFORMATION**

To obtain additional information regarding our services or to request a copy of this relationship summary, please contact John Christensen at 913-663-1800.

**Conversation Starters.** Ask your financial professional:

- “Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer?”
- “Who can I talk to if I have concerns about how this person is treating me?”

Our Firm and its representatives have a fiduciary duty to all clients. Please call John Christensen at 913-663-1800 if you have any concerns.