

Form CRS

15 Equity, LLC Form CRS Customer Relationship Summary 10.29.20

<p>Introduction</p>	<p>15 Equity, LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing. You can find additional information about us and our advisors on the FINRA website located at www.finra.org/brokercheck.</p>
<p>What investment services and advice can you provide me?</p>	<p>We offer asset management services to individuals, trusts, estates, private foundations, high-net-worth individuals, and business owners. Clients may participate in the Private Client Program (the “Program”) on a discretionary or non-discretionary basis. The Firm may invest its clients' assets in exchange-traded or OTC-traded securities, mutual funds, warrants, equity and corporate debt securities. Investments in fixed-income securities may be done through indexed bond funds and individual fixed-income securities. Personal discretionary asset management services are also offered as well as non-discretionary asset management services to certain clients based on specific objectives of the client. We do not accept custody of client assets. A minimum investment amounts of \$1,000,000 is required but exceptions may be granted at the discretion of the Firm. We do not provide contractual account monitoring, but periodically review accounts in conjunction with the execution of advisory services. For additional information, please see our Form ADV, Part 2A brochure (Items 4 and 7 of Part 2A or Items 4.A. and 5 of Part 2A Appendix 1).</p> <p>Questions to ask your Adviser:</p> <ul style="list-style-type: none"> - Given my financial situation, should I choose to work with an investment adviser? 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?
<p>What fees will I pay?</p>	<p>Fees for investment advisory services in the Program are based on a percentage of assets under management and can be up to 2.00% (we retain the discretion to negotiate fees on a client-by-client basis). Advisory fees are payable quarterly based on the value of assets in the client’s account as of the last trading day of the immediately preceding calendar quarter. For partial quarters fees are prorated and deducted quarterly, in advance. Pre-existing clients are billed in accordance with their client agreements. Fees for asset management services offered through the Program do not include brokerage commissions, transaction fees, and other related costs and expenses that may be billed separately by custodians, brokers, third-party investment companies, managers, and other parties. For fixed-income securities, such costs include the dealer’s markup or markdown, spread and odd-lot differentials, and transfer taxes imposed by law. Investment companies may include expenses or sales charges (loads) and other fees and taxes on brokerage accounts and securities transactions. Mutual funds, money market funds, and exchange-traded funds (ETFs) also charge internal management fees and may include, but are not limited to, a management fee, upfront sales charges, and other fund expenses.</p>

	<p>All these fees are in addition to the management fee you pay us. You should review all fees charged to fully understand the total amount of fees you will pay. Services similar to ours may be available elsewhere for more or less than the amounts we charge. 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. 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 recommendation(s) we provide you. For additional information, please refer to the Form ADV, Part 2A brochure.</p> <p>Questions to ask your Adviser: -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?</p>
<p>What are your legal obligations to me when providing recommendations? How else does your firm make money and what conflicts of interest do you have?</p>	<p>When we act as your investment adviser, we have to act as a fiduciary in your best interest and not put our interest ahead of yours. The Firm or its associated persons may buy or sell securities or have an interest or position in a security for their personal account that they also recommend to clients. This presents a conflict of interest, thus, we have procedures to help monitor and control for conflicts. Your adviser may in the future or currently have personally invested in private placement investments they also recommend to you. This creates a conflict of interest in that their personal investment may motivate them to recommend the private placement investment over other private placement investments they have not personally invested in but that may be better suited for you or have better historical performance. To control for this conflict the adviser will disclose any personal investment interest they have in a private placement they recommend.</p> <p>Questions to ask your Adviser: How might your conflicts of interest affect me, and how will you address them? For additional information, please see our Form ADV, Part 2A brochure.</p>
<p>How do your financial professionals make money</p>	<p>Our financial professionals are compensated based on an agreed upon annual salary and discretionary bonus based upon various factors including individual effort, individual achievement, and Firm performance.</p>
<p>Do you or your financial professionals have legal or disciplinary history?</p>	<p>Yes. Please visit investor.gov/CRS for a free and simple search tool to research us and our financial advisors. You may research your financial advisor’s experience and licenses on FINRA’s BrokerCheck website at brokercheck.finra.org.</p> <p>Questions to ask your Adviser: As a financial professional, do you have any disciplinary history? For what type of conduct?</p>
<p>Additional Information</p>	<p>For additional information about our services, please visit our website at www.15equity.com. To obtain an updated copy of this Client Relationship Summary, please call us at (805) 456-4426 or email us at compliance@15equity.com.</p> <p>Questions to Ask your Adviser:</p> <ul style="list-style-type: none"> - 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 and my investments?