

Hallmark Capital Management, Inc. - Client Relationship Summary

INTRODUCTION

Hallmark Capital Management, Inc. (“our,” “we,” or “us”) is an investment adviser registered with the U.S. Securities and Exchange Commission (“SEC”). **Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences.**

Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker dealers, investment advisers, and investing.

RELATIONSHIPS AND SERVICES

What investment services and advice can you provide me?

We offer personalized investment management services to retail investors by giving you continuous advice and making investments for your account based on your individual investment goals. We also offer financial planning services, either pursuant to a written financial plan or on a consulting basis. As a standard part of our investment management services, we monitor the investments in your portfolio on a continuous basis. We will contact you (by phone or e-mail) at least annually to discuss your portfolio and to see if there are any changes in your financial circumstances and investment guidelines. You can choose an investment management account that allows us to buy and sell investments without asking you in advance (a “discretionary account”) or we may give you advice and let you make the ultimate decision regarding the purchase or sale of investments (a “non-discretionary account”). To establish an investment management relationship with us, we require a minimum account size of \$500,000, although we may waive this requirement under certain circumstances. There are no account minimums for our financial planning and consulting services.

YOU CAN FIND ADDITIONAL INFORMATION ABOUT OUR ADVISORY SERVICES IN ITEMS 4 AND 7 OF OUR [FORM ADV PART 2A](#).

Some questions that may be helpful for you to ask us about our services:

- 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?

FEES, COSTS, CONFLICTS, AND STANDARD OF CONDUCT

What fees will I pay?

We charge an asset-based fee for our investment management services quarterly in advance. At the start of each financial planning engagement, 50% of the estimated total fee is due with the balance due upon completion and delivery of the financial plan or specialized analysis. *Regarding our asset-based fee, the more assets that are in your account, the more you will pay in fees and therefore, we may have an incentive to encourage you to increase the assets in your account.*

In addition to our advisory fees, you may be responsible for paying some, or all of the following types of fees:

- Fees paid to the custodian that holds the assets in your account
- The fees paid to managers of the mutual fund(s) that are selected for your account
- Transaction fees when an investment is bought or sold for your account

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 investment over time. Please make sure you understand what fees and costs you are paying.

YOU CAN FIND ADDITIONAL INFORMATION ABOUT THE COSTS ASSOCIATED WITH OUR ADVISORY SERVICES IN ITEM 5 OF OUR [FORM ADV PART 2A BROCHURE](#).

A question that may help you understand how these fees and costs might affect your 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?

The effective date of this Client Relationship Summary is **October 15, 2020**

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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 must 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 to you.

YOU CAN FIND ADDITIONAL INFORMATION ABOUT CONFLICTS OF INTEREST ASSOCIATED WITH OUR ADVISORY SERVICES IN ITEM 10 OF OUR [FORM ADV PART 2A BROCHURE](#).

A question that may help you understand our conflicts of interest:

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

How do your financial professionals make money?

Our financial professionals are paid a salary and are eligible to receive an annual bonus related to the revenue generated by the client assets they obtain and service. This arrangement may create an incentive to place client assets in equity portfolios that generate higher fees. We have controls to review client guidelines and portfolio choices to mitigate this risk. Hallmark is compensated solely by fees paid by its clients and does not receive commissions or compensation from any other source, i.e. mutual funds, insurance products or any other investment product.

DISCIPLINARY HISTORY

Do you or your financial professionals have legal or disciplinary history? No for our firm. Yes, for our financial professionals.

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Some questions that may be helpful for you to ask us about our disciplinary history:

- As a financial professional, do you have any disciplinary history and, if yes, for what type of conduct?

Additional Information

Additional information about us is also available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number known as a CRD number. The CRD number for our advisory firm is 108879. Please contact us at 973-808-4144 if you would like a copy of this Client Relationship Summary or if you have any questions about the contents of this Client Relationship Summary.

Some questions that may be helpful for you to ask us about contacting us or making a complaint:

- Who is my primary contact person?
- Is he or she a representative of your advisory firm?
- Who can I talk to if I have concerns about how this person is treating me?