



Customer Relationship Summary Introduction

Delta Asset Management is an investment adviser with the 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, 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 investment advisory services to retail investors, including the below:

- We will offer you investment advice on a regular basis. We will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account. We will contact you (by phone or e-mail) to discuss your portfolio on a timeframe that meets your needs. You will receive a monthly statement from your custodian and a quarterly statement from Delta. The Delta statement will include a list of your holdings, account performance and a copy of your management fee invoice.
- We manage accounts that allow us to buy and sell investments in your account without asking you in advance (a “*discretionary account*”) through the use of equities, fixed income assets, or a combination of both, in your portfolio. You may also impose restrictions on our ability to implement particular types of investments on your behalf if that is your preference.
- We do have requirements for retail investors to open or maintain an account or establish a relationship. We charge an annual minimum fee of \$3,000 per client relationship.

For additional information, please see our [Form ADV, Part 2A](#) brochure, specifically Items 4 and 7.

Conversation Starters: Ask us the following questions –

- ✓ 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

- We are held to a fiduciary standard that covers our entire investment advisory relationship with you. For example, we are required to monitor your portfolio, investment strategy, and investments on an ongoing basis.
- If you open an advisory account, you will pay an on-going asset-based fee, billed at the end of each quarter for our services, based on the value of your advisory account(s) on the last day of the quarter. We can also provide a financial plan at no additional cost.
- Some broker-dealers or banks (“*custodian*”) charge a fee to hold your assets (called “*custody*”). Also, some custodians charge you a transaction fee when we buy and sell an investment for you. The custodian determines custody and transaction fees. We recommend that clients use Charles Schwab as their custodian. Charles Schwab does not charge custodian fees. Charles Schwab does not charge transactions fees on equity or exchange traded funds (ETF’s) but will charge transactions fees on mutual funds.
- 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 more information, please see [Form ADV, Part 2A](#) brochure, Item 5.
- We only make money from the investment advisory services we provide to you.

- *When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. Our interests can conflict with your interests. We must tell you about them in a way you can understand, so that you can decide whether or not you to agree to them. Here are some examples to help you understand what this means.*
 - The higher the value of the assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee quarterly even if you do not buy or sell.
 - Our firm uses services from Schwab Advisor Services at a waived or reduced cost. By recommending that you maintain your accounts at Charles Schwab, this is a conflict of interest. Delta Asset Management, LLC is independently owned and is not affiliated with Charles Schwab. Although we may recommend that you establish accounts at Schwab, it is your decision to custody assets with Schwab.
 - We pay Schwab fees to receive client referrals through the Schwab Advisor Network program. Our participation in the program may raise conflicts of interest. We pay Schwab the Participation Fee for so long as the referred client's account remains in custody at Schwab and under the management of Delta.

For additional information, please see our [Form ADV, Part 2A](#) brochure, specifically Items 4, 12 and 14.

Conversation Starters: *Ask us the following questions –*

- ✓ Help me understand how these fees and costs might affect my investments.
- ✓ How might your conflicts of interest affect me, and how will you address them?

Disciplinary History

Do you or your financial professionals have legal or disciplinary history?

- Neither the firm nor its financial professionals have reported disciplinary disclosures.
- Visit Investor.gov/CRS for a free and simple search tool to research your financial professionals.

Additional Information

- For additional information on our investment advisory services and to request a copy of the relationship summary, go to IAPD at adviserinfo.sec.gov or to our website, www.deltaasset.com.
- You can call us at (901)767-4791 to request up-to-date information and request a copy of the relationship summary.

Conversation Starters: *Ask us the following questions –*

- ✓ Who is my primary contact person? Is he or she a representative of an investment advisor or a broker-dealer?
- ✓ Who can I talk to if I have concerns about how this person is treating me?
- ✓ How will you choose investments to recommend for my account?
- ✓ Given my financial situation, why should I choose an advisory account?
- ✓ Will you work with my existing CPA/lawyer?
- ✓ How many assets under management do you have?