

June 26, 2020

Logan Capital Management, Inc. is an SEC-registered investment adviser that provides investment advisory services. Brokerage and investment advisory services and fees differ, and it is important to understand the differences. Free and simple tools to research firms and investment professions can be found at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

**What investment services and advice can you provide me?**

We offer investment advisory services to retail investors (typically high net worth). These services include providing investment supervisory services either on a discretionary or non-discretionary basis, and can be through a direct account or investment program, such as “wrap fee” or “model only” program, offered by another institution (“Sponsor Firms”). We also offer investment management services to the clients of these Sponsor Firms through a dual contract (when you enter into an agreement directly with both the Sponsor Firm and us). For direct accounts, we assess your individual needs before you enter an investment advisory contract with us, and we determine the investment objectives of your portfolio(s) based on such needs. For accounts with a Sponsor Firm, the program Sponsor Firm is responsible for determining such needs.

When providing our services, we perform a monthly performance review of your account. Additionally, we will perform ongoing monitoring to ensure your account is in compliance with your established investment objectives. For direct accounts, we will maintain contact with you through phone calls and client meetings to keep you informed about the investment strategy being used to implement your investment objectives.

For services offered on a discretionary basis to direct and dual-contract clients, we generally have full permission as to which securities to buy and sell for your account and the amount of such securities. You may limit our discretionary authority by restricting or limiting exposures to certain types of investments. Alternatively, a non-discretionary arrangement with us will limit our permissions, and our investment recommendations will ultimately be approved by you prior to making a transaction. For wrap fee or model only programs, we typically provide investment advice to the Sponsor Firm who then has the authority to buy or sell securities.

We currently offer the following investment strategies; Large Cap Growth Strategy, Growth Strategy, Concentrated Value Strategy, Global Growth Strategy, International Dividend ADR Strategy, Dividend Performers, Dividend Performers Balanced Strategies, Fixed Income Absolute Return Strategy, Fixed Income Intermediate Government Strategy, & Fixed Income Aggregate Strategy.

The minimum account size for opening and maintaining a separate account is \$2 million. We reserve the right to waive account minimums for separate accounts in certain circumstances. Wrap program accounts may also have minimum account sizes, which are determined by the Sponsor Firm.

For additional information on our services and types of clients, please see our Form ADV Part 2A Brochure, Items 4, 5, & 7: [https://logancapital.com/wp-content/uploads/2020/04/Logan-Capital-ADV-Part-2A-FINAL\\_04.03.2020.pdf](https://logancapital.com/wp-content/uploads/2020/04/Logan-Capital-ADV-Part-2A-FINAL_04.03.2020.pdf)

**Conversation Starters**

- 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?

**What fees will I pay?**

You will pay an investment advisory fee (quarterly, in advance) based upon the value of assets under management, subject to a minimum fee determined by account type. Payment of fees in arrears can be negotiated by contract. Fees for providing investment advisory services to wrap program are typically included in the total wrap fee collected by the sponsor on a quarterly basis. The more assets there are in an account, the more you will pay in fees. This

creates an incentive for us to encourage you to increase the assets in the account. You will also pay additional fees and costs to third party unaffiliated providers related to our services including: brokerage commissions; mark-ups/mark-downs on security transactions; transaction fees; SEC fees; custodial fees; deferred sales charges; odd-lot differentials; transfer taxes; wire transfer and electronic fund processing fees; and advisory fees and administrative fees for any investment products held in your account, such as mutual funds and ETFs. You will also pay advisory fees charged by sub-advisors if any are used 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 investments over time. Please make sure you understand what fees and costs you are paying.***

*For additional information on our fees and compensation, billing practices, and other types of fees or expenses clients will pay in connection with our advisory services, please see our Form ADV Part 2A Brochure, Items 5, 6, & 12.*

**Conversation Starter:** 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 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 you. Here are some examples to help you understand what this means.

Our employees are permitted to invest in the same securities we recommend for our clients. This creates the potential for them to benefit from our relationship with you by having access to the information about our recommendations. We also receive research and other services from certain brokers we select to execute client transactions. You do not pay any additional fees for our receipt of such services. However, this arrangement creates an incentive for us to recommend that you open an account with a broker that provides these services over one that does not.

*For additional information about our conflicts of interest that can affect our advisory relationship with you, please see our Form ADV Part 2A Brochure, Items 4, 5, 10, 11, 12, 14, & 17.*

**Conversation Starter:** 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 compensated based on a set salary and incentive bonus based on factors including amount of assets managed by the financial professional. This compensation creates a conflict of interest because our financial professionals have an incentive to increase the amount of your assets under management.

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

No. A free and simple search tool to research us and our financial professionals is available at [Investor.gov/CRS](https://www.investor.gov/crs).

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

*Additional information about our investment advisory services and a copy of the relationship summary is available by contacting us at 215-569-1100.*

**Conversation Starter:** 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?