

FORM CRS
A SUMMARY OF YOUR ADVISORY RELATIONSHIP WITH
ALPHA CAPITAL MANAGEMENT GROUP, LLC
MARCH 31, 2024



ITEM 1 – INTRODUCTION

Alpha Capital Management Group, 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 essential for you to understand these differences. Free and simple tools are available to research firms and our financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs). This website also provides educational materials about broker-dealers, Investment Advisers, and investing.

ITEM 2 – RELATIONSHIPS & SERVICES

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

Our Firm offers investment advisory services to retail investors on a discretionary and non-discretionary basis, including wealth management services, financial planning services, pension consulting services, and other consulting services. Our Firm continuously monitors your investment advisory accounts and specific investments within your accounts on an ongoing basis to align with your investment goals. This service is included as part of the Firm's standard advisory services. Our Firm requires a minimum portfolio value of \$250,000 to provide you with advisory services. This minimum portfolio value requirement is negotiable. In a discretionary agreement, you have granted written investment authority to your Financial Professional to execute purchase and sell orders in your advisory accounts without consulting with you first. You may limit our discretion by imposing reasonable restrictions on investing in specific securities or groups of securities. In a non-discretionary agreement, you have not granted written trading authority to your Financial Professional, who will speak with you before executing trades in your account; as the retail client, you make the ultimate decision regarding the purchase or sale of your investments. Our Firm offers financial planning and consulting services to our clients. Financial Planning services can be provided on a stand-alone basis or in conjunction with our investment management services. We will also provide general investment recommendations and consulting on a limited basis. In a consulting engagement, you must select investment managers, custodians, and/or insurance companies to implement consulting recommendations.

QUESTIONS TO 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?

REFER TO OUR FIRM'S ADV PART 2A BROCHURE FOR MORE INFORMATION - ITEM 7, 8, 13, & 16

ITEM 3 – FEES, COSTS, CONFLICTS, & STANDARD OF CONDUCT

WHAT FEES WILL I PAY?

Our Firm receives a fee as compensation for providing investment advisory services to your account, which is based on a percentage of the total account value. The investment management fee includes supervision, trade entry, and other account maintenance and/or service activities. In addition, our custodian will charge transaction costs, custodial fees, redemption fees, retirement plan and administrative fees, or commissions. Our maximum annual investment advisory fee is 1.50%. The advisory fees are applied to the account asset value on a pro-rata basis and billed on a three-month billing cycle in advance, as indicated in your Investment Management Agreement. Investment management and investment supervisory services are also offered for a flat fee ranging from \$500 to \$100,000. The advisory fees in a Wrap program are applied to the account asset value on a pro-rata basis and billed on a three-month billing cycle in arrears, as indicated in your Investment Management Agreement. This fee also covers most transaction costs and administrative and custodial costs associated with your investments. If you expect to trade infrequently or to pursue a "buy and hold" strategy, a wrap fee program may cost you more than paying for the program's services separately. You pay fees even if you don't buy or sell investments. The more assets in your advisory account, the more you will pay in fees; therefore, the Firm is incentivized to encourage you to increase the asset value in your account. Fees for financial planning services are included in the investment advisory fee stated above. Fees for consulting services are negotiated on an hourly or fixed dollar amount. You will pay fees and costs if 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 the fees and costs you are paying.

QUESTIONS TO 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?

REFER TO OUR FIRM'S ADV PART 2A BROCHURE FOR MORE INFORMATION - ITEM 5

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 have to act in your best interest and not put our interest ahead of yours. At the same time, how we make money conflicts with your interests. You should understand and ask us about these conflicts because they can affect our investment advice. The following are some examples to help you understand what this means: 1) Asset-based fees present a conflict because our Firm is incentivized by encouraging you to invest additional funds in your advisory accounts. Asset-based fee compensation poses a conflict when: a) Advising you to rollover a 401(k) balance when equivalent and less costly options are available if funds are left with the employer's fund manager. b) Advising you not to pay off a mortgage (thus diminishing assets), even when the mortgage carries a high interest rate. 2) Our firm allows our Financial Professionals to invest in the same securities as you; therefore, our Financial Professionals may have an incentive to favor their personal accounts over your advisory account. 3) Lastly, some of the products, services and other benefits provided by your custodians are used in servicing all of our Firm's advisory accounts and therefore may not directly benefit your advisory account. If you have questions about whether any of these situations could apply to your investments, ask your Financial Professional.

QUESTIONS TO ASK YOUR FINANCIAL PROFESSIONAL:

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

REFER TO OUR FIRM'S ADV PART 2A BROCHURE FOR MORE INFORMATION - ITEMS 10, 11, 12, & 14

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial professionals are compensated based on our firm's revenue from our investment advisory fees. Our Financial Professionals are compensated based on the amount of assets they service, the amount of time spent, and the complexity required to meet the client's needs or revenue based on the recommendations provided by our Financial Professionals. Some of our Financial Professionals are insurance licensed and receive commissions, trails, or other compensation from the respective insurance companies as a result of effecting insurance transactions. However, you have the right to decide whether to act on the recommendation. We recognize our duty to prioritize your interests and have established policies to avoid conflicts. While some of our Firm's financial professionals are engaged in outside business activities, we must disclose material from outside business activities and any conflict it may pose to you. Our Firm supervises the business activities of our Financial Professionals through our compliance program. All Financial Professionals must follow a Code of Conduct to mitigate any conflicts with you.

REFER TO OUR FIRM'S ADV PART 2A BROCHURE FOR MORE INFORMATION – ITEM 5, 10, 11, 12, & 14

ITEM 4 – DISCIPLINARY HISTORY

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

No. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

QUESTIONS TO ASK YOUR FINANCIAL PROFESSIONAL:

- As a Financial Professional, do you have any disciplinary history? For what type of conduct?

REFER TO OUR FIRM'S ADV PART 2A BROCHURE FOR MORE INFORMATION - ITEM 9

ITEM 5 – ADDITIONAL INFORMATION

For additional information about our investment advisory services, visit the SEC's website at www.adviserinfo.sec.gov. Our firm's IARD number is 283624. You may also contact us directly for up-to-date information and to request a copy of the relationship summary at 303-900-1919.

QUESTIONS TO ASK YOUR FINANCIAL PROFESSIONAL:

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

MATERIAL CHANGES SINCE LAST FILING

March 2024: the firm updated Form CRS for the annual amendment. The following are our material changes to report:

- Our maximum annual investment advisory fee is 1.50%.
- Investment management and investment supervisory services are also offered for a flat fee ranging from \$500 to \$100,000.

March 2023: the firm updated Form CRS for the annual amendment.

- The Firm removed references to Third-Party Money Managers (“TPMM”) and made formatting updates to the document.

March 2022: the firm updated Form CRS for annual amendment.

- There are no material changes to report.