

**A Summary of Your Advisory Relationship with Bullseye Investment Management, LLC**  
**04/29/2025**

**Item 1. Introduction**

Bullseye Investment Management, LLC is registered with the U.S. Securities and Exchange Commission (“SEC”) as an investment adviser. Clients and prospective clients should be aware that brokerage and investment advisory services and fees differ, and it is important for retail investors to understand the differences. Free and simple tools are available to research advisory firms like us at [investor.gov/CRS](http://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers and investing.

**Item 2. Relationships and Services**

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

**Services:** We generally offer our retail investors discretionary investment advisory services. When you grant us discretionary authority, you provide us the authority to determine the investments to buy or sell in your account on an ongoing basis. We provide advisory services in the form of Investment Management Services. Investment Management Services involve providing you with continuous and on-going supervision over your accounts. This means that we will continuously monitor your account(s) and make trades in your accounts when necessary. Our role as advisors is to find ways to help you understand your overall financial situation and help you set financial objectives. You will have the opportunity to place reasonable written restrictions on the types of investments to be held in the portfolio and should notify us in writing of any changes in your financial status, investment objectives, policies, or restrictions. In cases where we have non-discretionary trading authority, you are responsible for making your own trading decisions.

**Requirements to open and maintain an account:** We have no minimums to open an account. However, there is a minimum fee of \$150 per year. Exceptions may be granted to these minimums upon request. Exceptions to these minimums may be granted based on other account balances, possible future additions expected into the account and the timing of those additions and/or family member of existing client.

**ADDITIONAL INFORMATION:** Additional information can be found in our Form ADV, Part 2A, Items 4, 7, 8, 12, & 13 available at

[https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=710121](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=710121)

**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?

**Item 3: Fees, Costs, Conflicts and Standard of Conduct**

**What fees will I pay?**

**Principal Fees and Costs:** We are generally compensated for our investment advisory services as a percentage of the value of your accounts we are managing (charged monthly in advance). The annual management fee charged for this service will be negotiated with you, with 2.0% being the maximum management fee that will be charged to you. Fees you pay us for investment advisory services are separate and distinct from other fees and expenses charged to your accounts and investments, such as brokerage, custodial, trading, account maintenance, costs of the investment and related fees. The more assets there are in your advisory account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in 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.

**ADDITIONAL INFORMATION:** For more information, please visit and see Items 5-6 & 12 in Form ADV, Part 2A, available at

[https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=710121](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=710121)

**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?"

## **Standard of Conduct/Conflicts of Interest**

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, 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 firm recommends Charles Schwab & Co, Inc. as custodians of your assets. We receive some economic benefits from Schwab in the form of the support products and services made available to us and other independent investment advisors that have their clients maintain accounts at Schwab. In light of our arrangements with these custodians, a conflict of interest exists between our interests and yours because we have incentive to recommend these custodians based on the benefits, we receive rather than yours, which include receiving the best value in custody services and the most favorable execution of transactions.

We are fiduciaries to you. That means we are required to act in your best interest throughout our entire advisory relationship.

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

**ADDITIONAL INFORMATION:** For more information on conflicts of interest, see Items 4, 9, 10, 11, 12 and 14 of our Form ADV, Part 2, available at

[https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=710121](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=710121)

### **How do your financial professionals make money?**

We pay a percentage of fee revenue produced by the assets under management of each IAR. They are paid more when they bring in new assets under management, and as the accounts grow.

### **Item 4: Disciplinary History**

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

Yes. For more information, please visit [Investor.gov/CRS](http://Investor.gov/CRS) for free and simple search tool to research us and our financial professionals.

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

### **Item 5: Additional Information**

If you have any questions about our investment advisory services or if you wish to request a copy of the relationship summary, please contact us at [info@bullseyeinv.com](mailto:info@bullseyeinv.com). Additional information about us is also available on the SEC’s website at [investor.gov/CRS](http://investor.gov/CRS). You can also call us at 513-774-3325 for up-to-date information and request a copy of the relationship summary.

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