

Client Relationship Summary (Form CRS)

October 31, 2024

Item 1. Introduction. Strive Asset Management, LLC (“Strive,” “Firm,” “We,” “Us,” “Our”) is registered with the Securities and Exchange Commission (“SEC”) as an “investment adviser.” Brokerage and investment advisory services and fees differ, and it is important 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 investing, investment advisers, and broker-dealers.

Item 2. Relationships and Services.

What investment services and advice can you provide me? We offer discretionary advisory services to retail clients. These services are described in greater detail in our [ADV Part 2A Brochure](#), including the associated fees charged and conflicts of interest. Our relationship with you is governed by an Advisory Agreement. For discretionary advisory clients, we manage your portfolio based on your investment objectives, circumstances, and goals. We will recommend an asset allocation based on our assessment of your needs and objectives. Your portfolio and holdings are monitored on a periodic basis taking into consideration your stated objectives. When you grant us discretionary authority, you provide us the authority to determine the investments to buy and sell in your account on an ongoing basis. You can place reasonable restrictions on your portfolio by notifying us in writing. We generally require a minimum investment of \$500,000 but may modify or waive this minimum. We do not limit our investment advice to a particular security or investment type. The accounts we manage typically invest in a range of products and investments and may invest in ETFs and other pooled vehicles we manage. We also offer advisory planning services, which are non-recurring financial planning engagements.

We also offer a direct indexing service (“Direct Indexing”) directly to wealth management clients as a component of their portfolio (as referenced above), and indirectly to underlying clients through financial intermediaries. All Direct Indexing transactions are executed by a third-party platform provider. Strive will not offer third-party direct indexing services to wealth management clients and will not consider competitors’ services. If you participate in Direct Indexing through a financial intermediary, your financial intermediary has full discretion with respect to your portfolio (and we do not have discretion with respect to your account). However, you can opt in to receive Strive’s proxy voting recommendations, which focus on maximizing shareholder value.

For more detailed information about our advisory business and the types of clients we serve, please see Items 4 and 7, respectively of our [Form ADV Part 2A](#).

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? We are compensated for our discretionary advisory services as a percentage of the value of your accounts we manage. We charge this advisory fee quarterly in arrears based on the average daily value of your account(s) over the billing period. The more assets you have in your account, the more fees you will pay, though you may qualify for fee rate breakpoints. This creates an incentive for us to encourage you to increase the size of your account, including by transferring or rolling over assets from other accounts. For advisory planning services, we generally do not charge a fee.

For Directing Indexing, you will pay a fee based on a percentage of your assets managed through the Direct Indexing platform. For wealth management clients, this fee will be charged in addition to the fee you pay for our discretionary advisory services. For clients participating in Direct Indexing through a financial intermediary, Strive will invoice the financial intermediary for the management fee. We generally do not charge fees for advisory planning services provided in connection with our investment advisory services.

Fees paid to us for investment advisory services are distinct from additional fees and expenses charged to your accounts and investments, such as transaction, custodial, trading, account maintenance, cost of the investment, fees associated with investments in pooled vehicles, and other related fees. Strive receives additional management fees

for account assets invested in funds managed by Strive, and wealth management accounts that participate in Direct Indexing.

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 about our fees and costs, review our [Form ADV Part 2A, Item 5](#).

Conversation Starters: 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 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.

We currently deliver advisory services only to clients with accounts on the Schwab platform. Our relationship with Schwab also generally includes benefits to our firm, including through access to certain products and services that help us manage your assets. This presents a conflict of interest, because our receipt of their support may incline us to continue using and recommending them.

We act as sub-adviser to affiliated ETFs (“Affiliated Funds”). We also act as the investment manager for the Direct Indexing platform. We frequently recommend and use our investment discretion to invest clients in our Affiliated Funds and in Direct Indexing. If you invest in Affiliated Funds and/or Direct Indexing, we receive a portion of the management fee for serving as the investment manager.

For more detailed information about our conflicts of interest, review our [Form ADV Part 2A](#), Items 4, 10, 11, and 12.

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 either with a fixed salary and discretionary bonus based on overall performance of the firm and the merits of their individual performance, or as a percentage of the investment advisory fee assessed to the clients whose assets they manage (exclusive of any Direct Indexing fees). This creates a conflict of interest because our financial professionals have an incentive to encourage you to increase the assets in your accounts.

Item 4. Disciplinary History

Do you or your financial professionals have legal or disciplinary history? No, please visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research Strive and our financial professionals.

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

Item 5. Additional Information

To find additional information about Strive, such as a copy of the [ADV Part 2A](#), and to request a copy of the *Customer Relationship Summary*, please go to <https://strive.com>, send us an email at ir@strive.com, or contact us via phone at 855-427-7360. You may also find a copy of the most recent ADV Part 2A at <https://adviserinfo.sec.gov/firm/summary/322039>.

Conversation Starters: 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?