

Terra Nova Asset Management LLC
Form CRS – Client Relationship Summary
June 30, 2020

Introduction

Terra Nova Asset Management, LLC (Terra Nova) is an investment advisor registered with the Securities and Exchange Commission. We are an independent, and partner owned firm, offering only investment advisory services to individuals and families. Our particular focus is on high net worth families, their entities, and trusts.

Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. We are not a broker-dealer earning commission, we are an investment advisor earning fees. Free, and simple tools are available to research firms and financial professionals at 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 make discretionary investment decisions based on written guidelines, i.e., investment objectives, which established in detail with you, and include your investment goals, risk tolerance, and investment time horizon. These investment objectives will be signed by you and us, can be changed at any time by you, and will be reviewed on a regular basis. Based on the investment objectives we will put together a portfolio of investments in those asset classes that meet the criteria stated in the investment objectives. As part of our standard services, we monitor our client's investments on a daily basis. We do restrict our advice to limited types of investments. We do not impose any minimum requirements to open an account or engage our advisory services.

For further information please see Items 4 and 7 of our ADV, Part 2A brochure which you can find at <https://adviserinfo.sec.gov/firm/summary/111676>.

Conversation Starters / Questions to ask us:

- Given my financial situation, should I choose an investment advisory service?
- What is the advantage for me to choose an investment advisory service?
- How will you choose investments for me?
- What can clients expect from Terra Nova Asset Management?

What fees will I pay?

Our investment advisory fee (minimum of \$ 2,500) is an annual percentage of the value of your account. The more assets you have in your account, the greater our fee will be and thus we have an incentive to encourage you to increase the assets in your account. This fee is paid quarterly, in arrears, and is based on the value of the account as per end of the quarter. Additional account expenses depend on the financial institution where you chose to have your account held.

Be aware that fees apply in any case and are unrelated to market movements in either direction. All expenses reduce your investment performance including income. Fees and expenses vary depending on the financial institution you decide to work with, the size of your account as well as additional services being offered. It is important to have a clear understanding of your fees and expenses, as well as their transparency, before entering into a relationship with your financial advisor.

Conversation Starters. Questions to ask us:

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- 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?
- In what way do advisory fees impact my performance?
- Are fees based on account size?

Since we act as your investment adviser, we have to act in your best interest, and not put our interest ahead of yours. In fact, our interests are aligned with your interests. If your account value increases, our fee income increases nominally along with it, and the other way around. Assume your account of \$ 100,000 increases by 10% and our fee is 1%. We would charge our fee based on your increased account value of \$ 110,000. If your account value decreases by 10% we would charge our fee on your decreased account value of \$90,000.

What are conflict of interest? The only conflict of interest are soft dollar arrangements with brokerage firms we currently have. In other words, if we buy stocks for your account through a brokerage firm, the brokerage firm earns the commission for placing the trade, and offers us a portion of this commission, also known as “soft dollars.” We do not receive these soft dollars directly, but we can use them to pay for research. This concept is legal, but could lead to an increase in trading activity in your account. However, in today’s environment with commissions shrinking this option is greatly diminished.

Conversation Starters /Questions to ask us:

- How might our conflict of interest affect me, and how will you address them?

How do your financial professionals make money?

Our financial professionals are compensated based on the advisory fees that we receive from your account.

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

- No.

Please visit Investor.gov/CRS for a free and simple search tool to research you and your financial professionals.

Conversation Starters /Questions to ask us:

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

Additional Information

If you would like information about our firm, our advisory services, or the other services we provide to our clients, you can find it on our website (www.terranovalusa.com), or in our Form ADV Part 2A Firm Brochure. For a copy of this, or to request additional, up-to-date information, you may also contact our firm at 212.355.1234.

Conversation Starters / Questions to ask us:

- Who is my primary contact person?
- Who can I talk to if I have concerns about how this person is treating me?