



Client Relationship Summary - Form CRS

June 30, 2020

Item 1: Introduction

Alpha Investment Management, Inc. is registered with the United States Securities and Exchange Commission (SEC) as an investment adviser.

Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at 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?

Alpha Investment Management offers investment advisory services to retail investors. The principal service we offer is investment management services to clients directed to us by unaffiliated financial intermediaries, such as financial advisors and other investment managers. We also provide investment management services for a limited number of retail investor clients who come to us directly. If you are directed to us by a financial intermediary, the investment strategy we utilize for you is determined by you and the unaffiliated financial intermediary you have engaged. If you come to us directly as a client, we require the completion of a suitability questionnaire to assist in determining if our investment strategies and trading practices are suitable for you.

Our investment management services provided to you are limited to the provision of the strategy selected by you and/or the unaffiliated financial intermediary. It is important to note that our investment strategies do not adapt to changing market conditions. Instead, they are rule-based and calendar-driven, which means that trades are predetermined in advance based on the instructions of each strategy. Our investment method is passive and mechanical within a formula-driven tactical asset allocation discipline. Funds are selected based on historical research into index performance during certain times of the year and/or across the four-year presidential election cycle. We monitor the holdings and performance of your account on an ongoing basis and may provide you with quarterly reports regarding the performance of your account.

We provide investment management services on a discretionary basis pursuant to authority granted to us in our written Investment Advisory Agreement. Pursuant to this discretionary authority, we are authorized to determine which securities are bought and sold, the total amount to be bought and sold, and the costs at which transactions will be effected. We do not limit the provision of investment management services to proprietary products. We also utilize index funds, no-load mutual funds and exchange-traded funds to manage our client accounts. We generally impose an account minimum of \$50,000 for managed client accounts, but this amount may be negotiable. Regardless, we reserve the right to accept or decline a potential client for any reason at our sole discretion.

For additional information, please refer to our [Form ADV Part 2A Disclosure Brochure](#), especially [Item 4 Advisory Business](#), [Item 7 Types of Clients](#), [Item 8 Methods of Analysis, Investment Strategies and Risk of Loss](#), [Item 13 Review of Accounts](#) and [Item 16 Investment Discretion](#).

Conversation Starter: Questions to Ask Us

Given my financial situation, should I choose an investment advisory service? Why or why not?

How will you choose the investments that you 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?

For our investment advisory services we provide to retail investor clients, we charge an asset-based fee which is established in our written Investment Advisory Agreement. Our fees are typically calculated as a percentage of your assets at the close of each

quarter and deducted from your advisory account on a quarterly basis. Fees are typically charged in advance for the upcoming quarter. However, there may be exceptions to how our asset-based fee is calculated and paid based on the custodian of your account. For an asset-based fee, the more assets that are in a client's advisory account, the more a client will pay in fees. Therefore, we may have an incentive to encourage clients to increase the assets in his or her account.

In addition to our fees, you will also be responsible for other fees and expenses such as custodian fees, account maintenance fees, and transactional fees charged by the custodian of your account, including any annuity-related fees and expenses if applicable. Mutual funds and exchange-traded funds utilized by our firm to manage your account also impose additional fees/expenses.

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, see [Item 5 Fees and Compensation](#) of our [Form ADV Part 2A Disclosure Brochure](#).

Conversation Starter: Question to Ask Us

Help me to 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 to you.

As an example, we may utilize unaffiliated financial intermediaries who function as third-party solicitors to solicit and refer prospective clients to us and pay such solicitors a percentage of the advisory fees earned from these solicited clients. This is a conflict of interest because we have an incentive to pay referral fees to third-party solicitors who may recommend our services regardless of how appropriate the fit is for the prospective client being referred.

For additional information, please refer to our [Form ADV Part 2A Disclosure Brochure](#), specifically [Item 14 Client Referrals and Other Compensation](#).

Conversation Starter: Question to Ask Us

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 paid on a salaried basis. The amount of our professionals' pay is not dependent upon factors such as the amount of client assets they service, new clients obtained and/or an increase in client assets supervised by the professional, the time and complexity required to meet a client's needs, the product or service sold, product sales commissions or revenue the firm earns from the financial professional's advisory services or recommendations. Our financial professionals may be subject to an annual bonus that is related to the overall financial performance of the firm. Since the firm charges an asset-based advisory services fee, the more assets you have in your account the more you will pay in fees and, therefore, the firm and the financial professional may have an incentive to encourage you to increase the assets in your account.

Item 4: Disciplinary History

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

No. You can visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Conversation Starter: Question to Ask Us

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

Item 5: Additional Information

For additional information about our investment advisory services and to request a copy of our Form CRS – Client Relationship Summary, please contact 513-621-9400. You can also find more information about our firm's services at our website at www.alphaim.net.

Conversation Starter: Question to Ask Us

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?