



Item 1 – Introduction

Bison Wealth, LLC (“Bison”) is an SEC registered investment adviser that provides advisory services. Brokerage and investment advisory services and fees differ, and it is important for you to understand the 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?

We offer investment advisory services to retail investors, including financial planning. As part of these services, we manage taxable and non-taxable investment portfolios for individuals and high-net worth individuals. Investment strategy for a specific client is based upon a client’s objectives and risk profile, which are discussed with you during initial and subsequent client meetings.

Managed portfolios are reviewed at least quarterly but may be reviewed more often if requested by the client, upon receipt of information material to the management of the portfolio, or at any time such review is deemed necessary or advisable by Bison. These factors may include but are not limited to, the following: change in general client circumstances (marriage, divorce, retirement); or economic, political or market conditions. One or more Investment Adviser Representatives and/or firm principals review all accounts.

Bison will manage the client’s investment portfolio on a discretionary or a non-discretionary basis. As a discretionary investment adviser, Bison will have the authority to supervise and direct the portfolio without prior consultation with the client. Clients who choose a non-discretionary arrangement must be contacted prior to the execution of any trade in the account(s) under management. In all cases, however, such discretion is exercised consistent with any stated investment objectives, guidelines, limitations or restrictions you impose on the account(s).

There is no minimum annual fee or minimum portfolio value for client accounts. For more information, see Item 4 – Advisory Business of [Bison’s Form ADV 2A](#).

Key Questions to Ask: 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?

Bison charges a fee based on a percentage of a client’s assets under management. Individual client fees may vary. Generally, our management fee for account values up to \$5 million is 2% of the value of the total assets in your account. The fee is 1.5% on the next \$5 million of the account balance and is 1% on the next \$15 million. Fees on any asset amounts above \$25 million are negotiable. Portfolio management fees are generally payable quarterly, in advance. The investment management fee does not include fees related to brokerage commissions, transaction fees, and other related account costs and expenses including such as custodian fees, account maintenance fees, fees related to mutual funds and variable annuities, and other transactional fees and product-level fees and other taxes and fees. With client authorization and unless other arrangements are made, fees are normally debited directly from the client account.



Other fees and costs are also deducted from your account and will appear on your quarterly statement that you receive from your broker and/or custodian bank. 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, please see Item 5 – Fees and Compensation in [Bison's Form ADV 2A](#).

Key Questions to Ask: 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? 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 is an example to help you understand what this means: Bison's investment management fees are asset-based. Thus, the more assets there are in your advisory account, the more you will pay in fees; thus, the firm may have an incentive to encourage you to increase the assets in your account.

For more information about our conflicts, please see Items 5, 6, 10 and 14 of [Bison's Form ADV 2A](#).

Key Question to Ask: 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 based on management fees paid by advisory clients. Bison's supervised persons do not accept compensation for the sale of securities or other investment products.

Item 4 – Disciplinary History

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

Yes. A free and simple search tool to research us and our financial professionals is available at investor.gov/CRS.

Key Question to Ask: As a financial professional, do you have any disciplinary history? If so, for what type of conduct?

Item 5 – Additional Information

Additional information about our investment advisory services and an up-to-date copy of the relationship summary is available by calling us at (404) 841-2224 or contacting our Chief Compliance Officer at ismith@bisonwealthllc.com.

Key Questions to Ask: 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?