

Form ADV Part 3: Relationship Summary

Genereux Investment Management, Inc.

Introduction

Genereux Investment Management, Inc. (“Genereux Investment Management”) is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

What Investment Services and Advice Can You Provide Me?

Description of Services: We offer investment advisory services to retail investors. Our investment advisory services include: Investment Management Services and Financial Planning and Consulting Services.

Investment Management Services: Genereux Investment Management provides investment management services which involves us managing and trading your designated account(s). Genereux Investment Management will discuss your investment goals and design a strategy to try and achieve your investment goals. Genereux Investment Management will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. For more information, please see [Item 4](#) of our **Form ADV Part 2A**. Asset management services are provided on a **discretionary** basis, meaning we will have the authority to determine the type and amount of securities that can be bought or sold for your portfolio without obtaining your consent for each transaction. For more information about investment authority, please see [Item 16](#) of our **Form ADV Part 2A**.

Financial Planning Services (Plans & Consultations): We also provide financial planning and consulting services. Financial planning services involve us creating a written financial plan for you which covers mutually agreed upon topics. Financial consulting is used when a written financial plan isn't needed. It involves ongoing meetings to discuss your financial situation. Please see [Item 4](#) of our **Form ADV Part 2A**.

Retirement Plan Participant Advice: If your retirement plan utilizes our Retirement Plan Participant Advice Service, we are available at your request to provide one-on-one advice to you as a retirement plan participant regarding your investment options under the plan. Please see [Item 4](#) of our **Form ADV Part 2A**.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend any product that may be suitable for each client relative to that client's specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer's platform. When providing you services, we do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: Genereux Investment Management requires a minimum of \$500,000 in order to open an account managed by Genereux Investment Management.

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?*

What Fees Will I Pay?

Description of Principal Fees & Costs: Fees charged for our Investment Management Services are charged based on a percentage of assets under management, billed in arrears on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last trading day of the current billing period. The annual fee for asset management services will be 1.00%. In certain situations, we may negotiate our fee according to individual circumstances (i.e., the size of the account, the complexity of services required, pre-existing relationships, or referrals from existing clients or for family members of our associated persons). Because our fee is based upon the value of your account, we have an incentive to recommend that you increase the level of assets in your account. When engaging us for Investment Management Services, you will also incur other fees and expenses. The broker-dealer/custodian on your account will charge you

transaction fees for executing trades in your account. You may also be charged management fees by the funds we invest in, within your account. Our Financial Planning Services are only offered to you if you are already a client receiving Investment Management Services; there is no charge for these Financial Planning Services. For our Retirement Plan Participant Advice Service, there is no direct charge to the plan participant; rather, we charge the retirement plan either a fixed or asset based (percentage of plan assets) fee.

Additional Information: 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 the fees we charge and the other fees and expenses you will incur, please see [Item 5](#) of **Form ADV Part 2A**.

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?

Standard of Conduct: 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. To the extent we recommend you roll over your account from a current retirement plan to an individual retirement account ("IRA") managed by us and subject to our asset-based investment advisory fees, this is a conflict of interest because we have a financial incentive to recommend that you move your IRA to us even if it is not in your best interest. For more information about this conflict and our procedures to mitigate the conflict, see [Item 4](#) of our **Form ADV Part 2A**.

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

Additional Information: For more information about our conflicts of interests and the ways we are compensated, please see [Item 5](#) and [Item 10](#) of our **Form ADV Part 2A**.

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: We compensate our investment adviser representative with a flat salary. In addition, our investment adviser representative, in his separate capacity as owner of the firm, receives the profit of the firm.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

Neither us, nor our investment adviser representative has a legal or disciplinary history to report. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

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

Additional Information About Genereux Investment Management

Additional information about Genereux Investment Management and copies of our Form ADV Part 2A disclosure brochure are available on the Internet at <http://www.genereux.net>. You can also find our disclosure brochures and other information about us at www.adviserinfo.sec.gov. You can view our firm's information on this website at <https://adviserinfo.sec.gov/firm/summary/117436> or by searching for Genereux Investment Management, Inc. or our firm's CRD number 117436. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at (712) 256-7500.

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?*