Form CRS Client Relationship Summary
Milestone Asset Management, LLC
March 19, 2025

Item 1 - Is an Investment Advisory Account Right for You?

Milestone Asset Management, LLC is an investment adviser registered with the U.S. Securities and Exchange Commission ("SEC"). The services of and fees for brokerage and investment advisory services differ, and it is important for you to understand those differences. Free and simple tools are available to you to research firms and financial professionals at **https://www.investor.gov/CRS** where you may also find important educational materials about broker- dealers, investment advisers and investing.

Item 2 – What Investment Services and Advice Can You Provide Me?

We offer investment advisory services to retail investors. Our principal services include asset management, selection of other advisers and financial planning. As part of our standard asset management service, we provide continuous and regular supervisory and/or management services with respect to your account(s). We do not monitor the investments made as a result of a financial plan unless you have hired us for asset management services. Our asset management services are offered on a *discretionary* basis with the assistance of a subadvisor and/or a third party adviser. *Discretionary* authorization allows us to determine the specific securities, and the amount of securities, to be purchased or sold for your account without your approval prior to each transaction. We do not limit our advice to proprietary products, or a limited menu of products or types of investments.

We do not require an account minimum to establish advisory relationships with clients. However, some of the third-party advisers recommended by our firm may impose their own account minimums.

For additional information, please refer to Items 4, 7, & 13 of our Form ADV Part 2A at the following link: https://adviserinfo.sec.gov/firm/brochure/310441

Conversation Starters. Ask your Financial Professional:

- ***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 – What fees will I pay?

We are primarily compensated by a percentage of assets under our management, hourly charges and fixed fees. Our fees vary depending on the services you receive. Asset management fees are based upon a percentage of your assets under our management, and are payable each month in arrears. The more assets there are in your advisory account, the more you will pay in fees. Therefore, we have an incentive to encourage you to increase the assets in your account. When we use the services of a subadvisor and/or a third party adviser, we give a portion of our fee to the subadvisor and/or a third party adviser. Additionally, all accounts will be charged a monthly technology and program expense of $5. We provide financial planning services for an hourly or fixed fee. Our fees are negotiable depending upon the complexity and scope of the service, your financial situation, and your objectives.

For additional information regarding our fees, please see Item 5 of our Form ADV Part 2A at the following link: https://adviserinfo.sec.gov/firm/brochure/310441

Description of Other Fees and Costs: The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by investment companies (i.e., mutual funds, exchange traded funds, unit investment trusts and variable annuities). These fees are described in each fund's prospectus. These fees will generally include a management fee and other fund expenses. You will also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the broker-dealer or custodian that executes the trade. The broker-dealer or custodian may also charge your account for custodial fees, retirement account fees, trust fees, exchange fees, redemption fees that may be assessed on investment company shares, transfer fees, account termination fees or other special service fees and charges. We do not share in any portion of these fees imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, you should review all the fees charged by investment companies, broker-dealers, our firm, and others.

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, please refer to Item 5 of Form ADV Part 2A at the following link: https://adviserinfo.sec.gov/firm/brochure/310441

Conversation Starter. Ask your financial professional—

- 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. When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. All investment advisers face conflicts of interest which are inherent in the business. Our primary source of compensation is through asset-based fees. Therefore, we are incentivized to acquire new clients and to increase assets under management. We engage in other business activities through our affiliates, such as insurance sales; and, we have relationships with third party service providers, including sub-advisers, and other financial institutions, which result in inherent conflicts of interest. Our firm and our financial professionals receive additional direct or indirect compensation from product sponsors, vendors, and independent marketing organizations, such as gifts valued at less than $1,000 annually; an occasional dinner or ticket to a sporting event; payments in connection with educational meetings with a financial professional, payments for compliance consulting services, client workshops, or events; marketing events or advertising initiatives, including services for identifying prospective clients and incentive trips. Product sponsors may also pay for or reimburse us for the costs associated with attending various education or training events, as well as conferences and events that are sponsored by us.*

Conversation Starter. Ask your financial professional—

- How might your conflicts of interest affect me, and how will you address them?

Please refer to our Form ADV Part 2A for further information on our conflicts of interest and how we address them at the following link: https://adviserinfo.sec.gov/firm/brochure/310441

How do your financial professionals make money?

Our financial professionals receive a percentage of advisory billings based on the amount of client assets they bring to our firm. Therefore, our financial professionals have an incentive to encourage you to increase the assets in your account. Our financial professionals are insurance agents and registered representatives with various insurance companies and broker dealers. This creates a conflict of interest because these persons will receive additional commission-based compensation in connection with the purchase and sale of insurance and securities, including 12b-1 fees for the sale of certain investment company products. You are not required to purchase insurance or securities from our financial professionals.

Item 4 – Do you or your financial professionals have legal or disciplinary history?

No, for our firm. Yes, for a financial professional.

For a free, simple search tool to research us and our financial professionals please visit: https://www.investor.gov/CRS

Conversation Starter. Ask your financial professional—

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

Item 5 – Additional Information

For additional information about our advisory services**,** please refer to our Form ADV Part 2A brochure available at https://adviserinfo.sec.gov/firm/brochure/310441, and the individual Form ADV Part 2B brochure supplement(s) your representative provides. If you have any questions, need up-to-date information and/or need a copy of this Client Relationship Summary, please contact us in writing at info@milestoneam.com or by phone at 412-643-3058.

Conversation Starters. Ask your financial professional—

- *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?*