

Form ADV Part 3 – Client Relationship Summary

Hoopoe Advisors

Date: 06/10/2020

Item 1: Introduction

Strengthening Families & Communities LLC d/b/a/ **Hoopoe Advisors** is an investment adviser registered with the Securities and Exchange Commission offering advisory accounts and services. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences to help you decide which type of service is best for you. Please visit www.investor.gov/CRS for free, simple tools to research firms and for educational materials about broker-dealers, investment advisers, and investing.

Item 2: Relationships and Services

Questions to ask us: Given my financial situation, should I choose an investment advisory service or brokerage service? Should I choose both? 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 investment services and advice can you provide me? Our firm primarily offers the following investment advisory services to retail clients: portfolio management and financial planning. As part of our standard services, we typically monitor client accounts on a weekly basis. Our firm has discretionary management without any material limitations. We do *not* limit the types of investments that we recommend. Our firm does *not* have a minimum account size. Please also see our Form ADV Part 2A ("Brochure"), specifically Items 4 & 7.

Item 3: Fees, Costs, Conflicts, and Standard of Conduct

Questions to ask us: 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? How might your conflicts of interest affect me, and how will you address them? 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?

What fees will I pay? Our fees vary depending on the services you receive. For portfolio management, our maximum fee is 1.5% of your assets under management on an annualized basis. This fee is negotiable and is charged quarterly in advance. The more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. For financial planning, we charge either an hourly or a fixed fee. Our fixed fee arrangements are based on the amount of work we expect to perform for you, so material changes in that amount of work will affect the advisory fee we quote you. Financial planning fees and payment schedules are negotiated but generally require 50% up front and the balance upon completion. The negotiated hourly fee for these services will generally range from \$200 to \$400 but may exceed \$400 due to client-specific complexities or the degree of expertise required. You pay our fees even if you do not have any transactions and the advisory fee paid to us generally does not vary based on the type of investments selected. Please also see Items 4, 5, 6, 7 & 8 of our Brochure.

Third Party Costs: Some investments (e.g., mutual funds, variable annuities, etc.) impose additional fees (e.g., transactional fees and product-level fees) that reduce the value of your investment over time. The same goes for any additional fees you pay to a custodian. Additionally, you will pay transaction fees, if applicable, when we buy or sell an investment for your account. **You will pay fees**

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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. Please also see our Brochure for additional details.

Conflicts of Interest: 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: Some of our financial professional are registered representatives of our affiliated broker-dealer, Hoopoe Capital Markets, LLC. They may offer you brokerage services through Hoopoe Capital Markets, LLC or advisory services through our firm. When acting as registered brokerage representatives, they receive commissions on the sale of securities products to you and have an incentive to trade or sell securities products to increase their commissions. You can learn more about Hoopoe Capital Markets, LLC's brokerage services and fees on its Form CRS or at: <https://brokercheck.finra.org/firm/summary/294271>.

How do your financial professionals make money? Primarily, we and our financial professionals receive cash compensation from the advisory services we provide to you. This compensation may vary based on different factors, such as those listed above in this Item. Our financial professionals also have the ability to receive commissions from clients and therefore have an incentive to recommend products that provide them or our affiliated broker-dealer additional compensation over those that do not. Please also see Item 10 of our Brochure for additional details.

Item 4: Disciplinary History

Questions to ask us: As a financial professional, do you have any disciplinary history? For what type of conduct?

Do you or your financial professionals have legal or disciplinary history? We do not have legal and disciplinary events. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.

Item 5: Additional Information

Questions 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?

For additional information on our advisory services, see our Brochure available at <https://adviserinfo.sec.gov/firm/summary/282573> and any individual brochure supplement your representative provides. If you have any questions, need additional up-to-date information, or want another copy of this Client Relationship Summary, then please contact us at 617-318-9244.

Exhibit A – Material Changes to Client Relationship Summary

This is the initial version of the Client Relationship Summary.

Client Relationship Summary Hoopoe Capital Markets, LLC

06/10/2020

Hoopoe Capital Markets, LLC is registered with the Securities and Exchange Commission and FINRA as a broker-dealer, with the Municipal Securities Rulemaking Board as a broker, and is a member of SIPC. We are also affiliated with a SEC-registered investment adviser, Hoopoe Advisors. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences.

This document is a summary of the services and fees we offer to “Retail Investors,” which are natural persons who seek or receive **our** services primarily for personal, family, or household purposes. Additionally, 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 and brokercheck.finra.org, which provides pertinent facts including disciplinary history about member firms and individual registered representatives.

What investment services and advice can you provide me?

We offer the following brokerage services to Retail Investors: Securities Brokerage Services, Securities and Investment Strategy Recommendations, Margin Accounts, Mutual Fund Retailing, Private Funds, Private Placements, Real Estate Investment Trusts, Variable Annuities, Exchange-Traded Funds, Equities, Corporate Bonds, Municipal Securities and U.S. Government Securities.

If you open an investment account with our firm, as part of our standard service we will not monitor your investments on a regular basis. Your financial professional may voluntarily review holdings in your brokerage accounts from time to time, but these reviews are not an account monitoring service.

For parameters of each brokerage service listed above, please contact us at the number listed below.

• **Key Questions to Ask Your Financial Professional**

- ✓ Given my financial situation, should I choose a brokerage 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?

The principal fees and costs associated with engaging our firm for brokerage services include Commissions.

For brokerage accounts, the more trades you place, the more commission we charge thus, we might have an incentive to encourage more trading.

In addition to our principal fees and costs, there are other fees/costs related to our brokerage services, which include Interest Charges on Margin, Mutual Fund and ETF Fees, Variable Annuity Fees (including surrender charges) and Securities Transaction Charges.

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 detailed information regarding our brokerage fees and costs, please contact us at the number listed below.

Client Relationship Summary Hoopoe Capital Markets, LLC

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- **Key Question to 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 providing recommendations as my broker-dealer or when acting as my investment adviser? How else does your firm make money, and what conflicts of interest do you have?

When we provide you with a recommendation as your broker-dealer or when our affiliate acts 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 recommendations we provide you. Here are some examples to help you understand what this means.

- **Third-Party Payments:** Our financial professionals will earn compensation in their separate capacities as registered representatives, in connection with investment recommendations made to you.
- **Revenue Sharing:** We have revenue sharing arrangements with Mutual Fund Custodians for the underlying Mutual Fund(s) 12b-1 fee(s).

- **Key Question to Ask Your Financial Professional**

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

To help you understand what conflicts may exist, please contact us at the number listed below.

How do our financial professionals make money?

The financial professional providing brokerage services to you will receive commission-based compensation in connection with the purchase and sale of securities.

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

No, neither our firm nor any of our financial professionals currently have any legal or disciplinary history. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

- **Key Questions to Ask Your Financial Professional**

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

Additional Information

You can find additional information about our brokerage services and request a copy of this Client Relationship summary by contacting us at 617-318-9244. For detailed information regarding our affiliate Hoopoe Advisors, please refer to Form ADV 2A at: <https://adviserinfo.sec.gov/firm/brochure/282573>.

- **Key Questions to 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?