

JCP INVESTMENT MANAGEMENT, LLC

Form CRS-Customer Relationship Summary

JCP Investment Management, LLC is registered with the 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 <https://www.investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing.

Relationships & Services

What investment services and advice can you provide me?

We offer investment advisory services to retail investors through separately managed investment accounts and access to private investments on a **discretionary basis**. When you grant us discretionary authority, you provide us the ability to determine the investments to buy or sell in your account(s) on an ongoing basis. We work with you to identify your investment goals, objectives, and risk tolerance to create a portfolio allocation designed to reach those goals and objectives.

Investment Offerings: We tailor our advisory services according to your needs and implement investment strategies which allow for access to a broad array of securities. There are no material limitations on the markets or instruments in which our strategies will utilize. However, we do follow a defined investment program specific to your objectives and risk tolerance. As part of our standard service, we will provide **ongoing monitoring** and **periodic reporting** of your portfolio which includes a review of your asset allocation, cash positions, and securities holdings. Additional reviews may be triggered by events such as a change in a company's management, unusual market or economic circumstances, or other unforeseen events. We provide periodic performance reports.

Account Minimums and Other Requirements: We have established account minimums for both managed accounts and private investments detailed in our [Form ADV, Part 2A](#) brochure. We reserve the right to waive or lower these minimums.

Additional information: Please see [Form ADV, Part 2A](#) brochure (Items 4 and 7).

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?

Fees, Costs, Conflicts & Standard of Conduct

What fees will I pay?

We base our advisory fee on a percentage of the value of your assets under our management (paid quarterly, in advance) including cash balances and accrued interest. This means that the more assets there are in your account, the more you will pay in fees. We may therefore have an incentive to encourage you to increase the assets in your account. Some clients also pay a performance-based fee calculated from net profits after specified investment milestones are met. Fees you pay us for investment advisory services are separate and distinct from other fees and expenses charged to your accounts and investments, such as brokerage, custodial, trading, account maintenance, costs of the investment and related fees.

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 and review our [Form ADV, Part 2A](#) brochure (Item 5).

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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?

When we act as your investment adviser, we must 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 accounts pay higher asset-based fees and performance-based fees. Therefore, in theory, we could have incentive to favor the accounts paying higher fees over your account.

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

Additional information: Please see [Form ADV, Part 2A](#) brochure and other applicable documents.

How do your professionals make money?

Our personnel receive a salary and a discretionary bonus based on individual job performance and the success of the firm.

Disciplinary History

Do your financial professionals have legal or disciplinary history?

No. Please visit <https://Investor.gov/CRS> for a free and simple search tool to research us and our financial professionals and or refer to Item 9 in our [Form ADV, Part 2A](#).

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

Additional Information

For additional information about our services, please visit our website <https://jcpinv.com/>. If you would like additional, up-to-date information or a free copy of this disclosure, please call 713-333-5540 or email Mary Matranga at mmm@jcpinv.com. Additional information about us is also available on the SEC's website at <https://adviserinfo.sec.gov>.

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?