March 2025

Form CRS – Relationship Summary

Introduction

Norris Perne & French LLP, d/b/a NPF Investment Advisors, 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. ***There are free and simple tools available to research firms and financial professionals at www.investor.gov/CRS which also provides educational materials about investment advisers, broker-dealers and investing.***

What types of investment services and advice can you provide me?

We offer investment advisory services to retail investors, including continuous portfolio management services for stock, bond and balanced accounts, and wealth planning services that complement our investment services. We accept discretionary authority to trade your accounts, which means that we will manage your account pursuant to your directions in an Investment Policy Statement. We offer continuous investment monitoring services and will not contact you for approval of any trades we conduct on your behalf. Our planning services are conducted pursuant to an Engagement Letter that outlines the services we will include and exclude, as well as the division of implementation and monitoring responsibilities. Our minimum annual fee for our services is $10,000, and we recommend a minimum account size of at least $1,500,000. ***You can find additional information in our Form ADV Part 2A brochure, Items 4, 7 and 13 or at https://adviserinfo.sec.gov/.***

Questions to Ask Us:

- 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 those qualifications mean?

What fees and costs will I pay?

You will pay asset-based fees for our services. We charge an annual rate for our services, ranging from 0.55% to 0.90%, billed quarterly based on the value of the account, payable in advance. The more assets there are in your account, the more you will pay in fees. Therefore, our firm has an incentive to encourage you to increase the assets in your account.
There are additional costs payable to your custodian, such as wire transfer fees, account closure fees, and other service charges. Some custodians also charge trade commissions. We do not receive any of these fees. If you own exchange-traded funds or mutual funds, you will pay additional costs payable to the fund managers.

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. You can find additional information in our Form ADV Part 2A brochure, Item 5, or at https://adviserinfo.sec.gov/.

Questions to Ask Us:

- Help me understand how these fees and costs will 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 do you determine what fee I will be charged?

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 are some examples to help you understand what this means.

- We manage our own model strategies. We are not likely to advise you to use investment products managed by other investment advisers.
- Our compensation is based on assets under management. This means that we are likely to recommend that you increase the amount you invest with us, which may conflict with your goals of paying off debit or investing in alternative asset classes. We also have an incentive to waive the minimum account balance or minimum fee requirement in order to accept new business.
- We receive significant benefits provided by the custodians we recommend, which are not available to retail investors. We have a requirement to obtain best execution for our clients, but we also have an incentive to recommend the use of certain custodians who meet our standards for best execution. ***You can find additional information in our Form ADV Part 2A brochure, Items 4, 12 and 14 or at https://adviserinfo.sec.gov/.***

Questions to Ask Us:

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

How do your financial professionals make money?

Our financial professionals earn a base salary and may be eligible for bonuses. Certain financial professionals earn a percentage of the revenue they generate on behalf of the firm, and certain financial professionals earn based on the market values invested in the trade strategies they manage. Neither the firm nor its professionals earn additional compensation from the services or recommendations of our investment professionals. There are potential conflicts of interest in our compensation structure. For example, professional compensation based on a percentage of revenue could incentivize more aggressive investment behavior, or for professionals to focus on new client, or asset acquisition instead of providing services to existing clients.

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

No. ***You may visit https://investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.***

Questions to Ask Us:

- As a financial professional, do you have any disciplinary history? If so, for what type of conduct?

Additional Information

You can find additional information about our investment advisory services on the SEC's website at https://adviserinfo.sec.gov by searching CRD #104683. You may also contact our firm at (616)459-3421 and talk to any of our investment professionals or support staff.

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?