

Investment Adviser registered with the
Securities and Exchange Commission

AlphaCore is a registered investment adviser, and we charge clients a fee as a percentage of asset under management. This differs from a traditional broker-dealer who is compensated on a transaction basis. It is important for clients to understand how broker-dealers and investment advisers are compensated. Free and simple tools are available to research firms and financial professionals are available at Investor.gov/CRS. This website provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

QUESTIONS TO CONSIDER PRESENTING 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 these qualifications mean?” (Note: Ensure you review the representative’s Form ADV Part 2B as well!)

AlphaCore offers advisory services to retail and institutional clients. We provide discretionary and non-discretionary asset management and non-fee financial planning services. AlphaCore monitors our client accounts on an ongoing basis utilizing various third-party accounting and reporting systems. While we generally manage client accounts on a discretionary basis (which means AlphaCore does not require the client’s approval for which securities to buy and sell, or when or at what price), we can also manage accounts on a non-discretionary basis. If a client has a non-discretionary relationship with AlphaCore, we have an ongoing responsibility to select or make recommendations based upon your needs but must obtain your consent prior to effecting the purchase or sale.

AlphaCore does not limit its advice to specific offerings. While AlphaCore generally works with clients with relationships of \$1 million or more, we do reserve the right to not accept any potential client or terminate any current client at our sole discretion.

What fees will I pay?

Our clients pay a percentage fee of 1.50% or less charged on assets under our management (based on a standard tiered fee schedule), but fees may be negotiated and therefore will vary among different clients. Therefore, the more assets in a client account generally results in more fees received by AlphaCore. This means that we have an incentive to grow the assets managed by AlphaCore, either by encouraging clients to add to their accounts or through positive performance. Our advisory fees are charged quarterly in advance. Our advice can include the recommendation of one or more unaffiliated sub-advisers to manage a portion of a client’s assets. Fees assessed by Sub-Advisers are separate and in addition to the advisory fees we charge, but we do not share in these fees.

In addition to our advisory fee, you will also be subject to other fees and expenses in connection with our advisory services. Some fees are direct, such as brokerage commissions, trading costs, custodial fees and account maintenance fees. Others are indirectly paid (meaning, this reduces your rate of return on an investment), such as fund fees and expenses, redemption fees and surrender charges. AlphaCore does not participate in any of these fees, but please note charges will vary among custodians or fund sponsors. 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

QUESTION TO CONSIDER PRESENTING TO 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?”

Please make sure

you understand what fees and costs you are paying. Please refer to Item 5 starting on page 8 in [AlphaCore's Form ADV Part 2A](#) for specific and detailed information on our fees.

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 have an affiliated insurance agency, AlphaCore Insurance Services, where some of our representatives conduct business as insurance agents under the agency while others conduct outside insurance business independently and recommend insurance products to AlphaCore clients. Should a client elect to purchase the recommended insurance product(s), the agency and the agent will receive commissions depending on the insurance product.
- Please note AlphaCore generally does not permit some brokerage practices that present certain conflicts, such as principal or cross transactions and directed brokerage. We also do not currently participate in soft dollar arrangements. If we ever do, we will explain how that might affect your accounts.

How do your financial professionals make money?

Our representatives are compensated by a percentage of advisory fees received, and some receive a salary and/or discretionary bonuses. While the amount of advisory fees received does not vary based on client specific needs or factors, the percentage an advisor is paid varies based upon how the client was introduced to AlphaCore and other negotiated factors. For example, a representative is likely to be paid a higher

percentage on a client that they personally introduced versus an existing client that was allocated to the advisor. In addition, if an advisor has an ownership interest in AlphaCore Capital, he or she could receive a percentage of profits or losses.

QUESTION TO CONSIDER

PRESENTING TO US: *“How might your conflicts of interest affect me, and how will you address them?”*

QUESTION TO CONSIDER

PRESENTING TO 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?

AlphaCore does not have any reported disclosures on our Form ADV. One representative has a disclosure in which he voluntarily resigned, and the resignation was later noted as “discharged or permitted to resign after allegations he violated an investment-related statute, regulations, rules, or industry standards of conduct,” but there was no regulatory or self-regulatory body action. We are happy to review the details of the matter, which we believe was appropriately resolved in a satisfactory manner.

Investors can find more information on AlphaCore, including Form CRS, at our [website](#) or by calling 858-875-4100. Investors can also review AlphaCore and its representatives at the [SEC's public disclosure website](#). AlphaCore will provide copies of this relationship summary, our disclosure brochure, or the supplemental brochure on our representatives at any time upon request.

QUESTION TO CONSIDER PRESENTING TO 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?”*

Free and simple tools to research firms and financial professionals are available at [Investor.gov/CRS](#).

To report a problem to the SEC, visit [Investor.gov](#) or call the SEC's toll-free investor assistance line at 800-732-0330.