

Part 2A of Form ADV: *Firm Brochure*



**Forté Capital**<sup>SM</sup> LLC  
**WEALTH MANAGEMENT**

Forté Capital LLC  
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August 6, 2020

This brochure provides information about the qualifications and business practices of Forte Capital LLC. If you have any questions about the contents of this brochure, please contact us at 585-586-8100 or [amasood@forte-capital.com](mailto:amasood@forte-capital.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Forte Capital LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 109941. Registration with the Securities and Exchange Commission does not imply any level of skill or training.

## Item 2 Material Changes

This Firm Brochure provides you with a summary of Forte Capital LLC's advisory services and fees, professionals, certain business practices and policies, as well as actual or potential conflicts of interest, among other things. This Item is used to provide our clients with a summary of new and/or updated information. We will inform you of the revision(s) based on the type of the new and/or updated information as follow:

1. Annual Update: We are required to update certain information at least annually, within 90 days of our firm's fiscal year end (FYE). We will provide you with either a summary of the revised information with an offer to deliver the full revised Brochure within 120 days of our FYE or we will provide you with our revised Brochure that will include a summary of those changes in this Item.
2. Material Changes: Should a material change in our operations occur, depending on its nature we will promptly communicate this change to clients (and it will be summarized in this Item). "Material changes" requiring prompt notification will include changes of ownership or control; location; disciplinary proceedings; significant changes to our advisory services or advisory affiliates – any information that is critical to a client's full understanding of who we are, how to find us, and how we do business.
  - Since the filing of our last annual updating amendment, we have no material changes to report.

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## **Item 4 Advisory Business**

Forte Capital LLC ("Forte Capital", "our", "we" or "the Firm") is an independent investment advisor that is registered with the SEC and was founded in 1996. We are based in Rochester, NY.

The principal owners of Forte Capital are:

Ajit J. Desphande Revocable Living Trust  
David W. Henion, CPA \*  
Dennis E. Lohouse, CFA  
Adil G. Masood, CPA  
Richard B. Nathan, CPA, MST  
Edmond D. Sheidlower, CMFC

\* Greater than 25% owners

### **Services**

Forte Capital provides the following services:

#### Portfolio Management Services:

The Firm provides discretionary and non-discretionary investment management services based on each client's individual needs. Through personal discussions and questionnaires, Forte Capital creates an Investment Policy Statement ("IPS") for most clients that outline the client's asset allocation. For employee benefit plans ("Plans"), we will rely on the Plan's IPS. If requested, Forte Capital will assist a Plan in developing their IPS. Forte Capital constructs and manages client's investment portfolios based on their investment policy.

Based on the client's risk tolerance, tax considerations, liquidity needs, time horizons, etc., clients may have different securities in their portfolio. In addition, clients may experience different levels of service based on their particular situation or requirements.

Clients may impose reasonable restrictions on investing in certain securities, types of securities, certain industries or sectors and social responsibility policies.

#### Financial Planning Services:

Advice is rendered in the areas of cash flow planning, investment risk management, retirement planning, asset allocation and investment selection. Forte Capital gathers required information through personal interviews. Information gathered includes a client's current financial status, future goals and attitudes towards risk. A retirement cash flow report is prepared and provided to some clients. Should a client choose to implement our recommendations, Forte Capital suggests that the client work closely with his or her attorney, accountant, and insurance agent. Implementation of financial planning recommendations is entirely at the client's discretion.

#### Non-Investment Consulting/Implementation Services:

To the extent requested by the client, Forte Capital may provide consulting services regarding non-investment related matters, such as estate planning, tax planning, insurance, etc. Neither Forte Capital, nor any of its representatives, serves as an attorney, accountant (although certain of Forte Capital's representatives are CPAs, no such representative serves as a CPA to advisory clients), or insurance agent, and no portion of Forte

Capital's services should be construed as such. To the extent requested by a client, Forte Capital may recommend the services of other professionals for certain non-investment implementation purposes (i.e. attorneys, accountants, insurance agents, etc.). The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from Forte Capital. If the client engages any such recommended professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional (attorney, accountants, insurance agents, etc.). We receive no consideration for said referrals.

Financial planning recommendations are not limited to any specific product or service offered by a broker dealer or insurance company.

Forte Capital may provide periodic investment consulting/asset allocation services for client's assets held "outside" (assets not under our Investment Management Agreement) such as 401(k) and 403(b) plans. Forte Capital generally does not charge for these services and accordingly does not provide continual supervisory services for these "outside" assets. The client retains absolute discretion over these "outside" assets and Forte Capital will not be responsible for the selection, performance or suitability of assets that the client holds in "outside" assets. Additionally, these assets are not included in the calculation for assets under management.

#### Client Obligations:

In performing its services, Forte Capital shall not be required to verify any information received from the client or from the client's other professionals and is expressly authorized to rely thereon.

In addition, each client is advised that it remains their responsibility to promptly notify Forte Capital if there is ever any change in their financial situation or investment objectives for the purpose of reviewing, evaluating or revising Forte Capital's previous investment management services and/or financial planning recommendations.

#### Services in General

Our investment recommendations are not limited to any specific product or service offered by a broker dealer or insurance company and will primarily include advice regarding the following instruments:

- Equity Securities
- Debt securities, including corporate debt, US government, municipal debt
- Certificates of Deposit (CDs)
- No-load or load-waived mutual funds
- Exchange-traded funds (ETFs)
- Cash/short term investment vehicles

#### Assets Under Management:

Forte Capital's total assets under management as of December 31, 2019 are approximately \$987 million.

Discretionary and non-discretionary assets under management as of December 31, 2019 are approximately \$907 million and \$80 million, respectively.

## Item 5 Fees and Compensation

### Portfolio Management Fees:

Forte Capital's investment management fee schedule is as follows:

Assets Under Management	Maximum Annual Fee
First \$1 million	1.00%
Next \$2 million	0.90%
Next \$2 million	0.85%
Next \$4 million	0.65%

We bill our discretionary and non-discretionary clients on a quarterly basis and are paid in advance using a fee schedule clearly described in each client's investment management agreement. Forte Capital, in its sole discretion, may charge a lesser investment management fee and/or reduce or waive its portfolio minimum based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, etc.). The fee will equal the applicable percentage of the market value of the assets in client account(s) on the last business day of the preceding calendar quarter (e.g., billing for the quarterly period January through March will be based on December's ending market value). In the event that the relationship is commenced or dissolved in the middle of a billing period, the fees will be pro-rated on a daily basis for the period outstanding, and paid/refunded accordingly as detailed in the investment management agreement. There is no fee adjustment as a result of cash/investment outflows/inflows from existing account(s) in the middle of a billing period. Generally, Forte Capital has the authority to deduct fees from client accounts, however, some clients pay by check. Some ERISA plans, however, are billed on quarterly basis and/or in advance.

Either the client or Forte Capital can terminate a non-ERISA investment management agreement in writing and is considered effective two (2) business days after being sent by U.S. mail or electronically or else when actually received by the other party. For ERISA service agreements, a notice of termination must be in writing and is effective thirty (30) business days after being sent by U.S. mail or electronically or else when actually received by the other party. If the client terminates the custodian account linked to the separately managed account with us, or if the client links the account(s) to another advisor, or if the client transfers all of the assets in the account, Forte Capital will consider that to constitute a notice of termination effective on the date of the above actions.

Forte Capital compensates several of its employees based on a percentage of new business generated and client retention.

### Financial Planning Fees:

Forte Capital may provide financial planning services to most discretionary investment management clients at no additional cost. Some non-discretionary investment management clients may have a fixed fee arrangement, typically ranging from \$250 to \$500 per year. Some clients may pay the Firm for the services of our professional personnel at our then-current hourly rate, typically ranging from \$150 and \$250 per hour. Our rates are subject to periodic revision. We charge for the time our professional personnel spend on client accounts, including time spent in meetings with clients and others, time spent on telephone calls and other communications, and time spent on study, planning, analysis, preparation of reports and other work done by our professional personnel. We will charge annually in advance for this service. Payments are due 30 days after receipt of our invoice.

## **Important Additional Information**

### Fees in Advance of Service:

Under no circumstances do we require or solicit payment of fees in excess of \$1,200 more than six months in advance of services rendered.

### Mutual Fund Fees

All fees paid to Forte Capital for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and money market funds to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. The client's custodian may also charge a transaction fee. Accordingly, the client should review both the fees charged by the funds and the fees charged by Forte Capital to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

### ETF Fees:

All fees paid to Forte Capital for investment advisory services are separate and distinct from the fees and expenses charged by Exchange Traded Funds ("ETFs") to their shareholders. These fees and expenses are described in each ETF's prospectus. These fees will generally include a Trustee fee, license marketing fee and other operating expenses. There may be additional transaction fees charged by the custodian.

### Trading and Other Costs

In addition to Forte Capital's investment management fee, clients must pay any custodian fees and all trading costs. Such charges, fees and commissions are in addition to Forte Capital's fee. The Firm does not receive any portion of the commissions, custodial fees or trading costs.

The Firm does not receive compensation for the sale of securities or other investment products. Forte Capital does not act as principal, buy securities for the Firm from any client or sell securities that the Firm owns to any client. The Firm does not act as broker dealer or agent to effect securities transactions for compensation.

### Negotiability of Fees

Fees and account minimums for all services are negotiable based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, complexity of the relationship, etc.). Discounts, not generally available to our advisory clients, may be offered to family members of our staff.

We may group certain related client accounts for the purposes of determining the account size and/or annualized fee.

## **Item 6 Performance-Based Fees and Side-By-Side Management**

Forte Capital LLC does not charge performance-based fees.

## **Item 7 Types of Clients**

Forte Capital LLC provides advisory services to the following types of clients: high net worth individuals, pension and profit sharing plans, corporations, corporate pension & profit sharing plans, endowments, Foundations, Trusts, estates and charitable institutions.

The minimum account size for investment management services is \$500,000. This minimum is at the Firm's sole discretion. There is no minimum account size or annual fee for financial planning services or associated consulting.

## **Item 8 Methods of Analysis, Investment Strategies and Risk of Loss**

Forte Capital has the ability to vary the client's exposure to equities, fixed income and cash versus the client's stated IPS or otherwise stated mandates and/or objectives depending on overall market conditions.

Performance of client portfolios may not track movements in the overall stock and bond markets, particularly over the short-term. While the intent of our strategies is long-term capital appreciation, total return and protection of capital, the investment return and principal value may fluctuate or deviate from overall market returns to a greater degree than expected.

### Types of Investments:

Forte Capital offers large cap growth investment, equity income, balanced (stock/bond blend), fixed income, and actively traded asset allocation strategy investment management services.

Many client accounts are considered custom accounts. Accordingly, client accounts may hold different securities and different weightings based on various factors including tax considerations, personal risk profiles, and liquidity needs.

Portfolio holdings will typically be limited to domestic and foreign equity securities, ETFs, preferred securities, Master Limited Partnerships, corporate debt securities, certificates of deposit, municipal and United States government and agency securities, mutual funds, and options.

### Investment Process and Strategy:

Forte Capital's Investment Committee establishes and implements the investment strategy for the Firm's clients.

Generally, Forte Capital's research employs economic, fundamental and technical analysis as well as a qualitative appraisal of each company or mutual fund's management and business. We also use third-party newsletters, research, etc. Asset allocation is an important part of the process. The Firm believes the most appropriate returns for clients are achieved by maintaining client specific asset allocations.

### Individual Equity/Fundamental Analysis:

Individual equity research is company specific. The Firm engages in stock evaluation that focuses on individual companies that meet the Firm's quantitative criteria. Stock screens are run periodically to produce a list of companies for consideration. As market, economic and financial conditions change there may be stocks held in client accounts that do not meet the criteria or maintained for tax considerations. Forte Capital relies on third-party historical and projected data in the process. We believe that the information obtained is complete and accurate; however, no independent verification of the data, or company specific comments, have been



performed

Forte Capital's main sources of information are from third party research and rating services. We may also evaluate, SEC filings, inspections of corporate activities, annual reports, prospectuses, research materials prepared by others, as well as corporate rating services, financial newspapers and magazines and company press releases.

Forte Capital uses:

- long term purchases (securities held at least one year)
- short term purchases (securities sold within a year)
- trading (securities sold within 30 days)

Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security can move up or down along with the overall market regardless of the economic and financial factors considered in evaluating the stock.

#### Mutual Fund/ETF Analysis:

The Firm reviews and analyzes third-party research on mutual funds and ETFs that are under consideration for inclusion in client portfolios. This process typically includes quantitative and qualitative analysis of each fund. The due diligence is done with the fund manager or analyst and may be written and/or oral.

A risk of mutual fund and/or ETF analysis is that, as in all securities investments, past performance does not guarantee future results. A manager who has been successful may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a fund or ETF, managers of different funds held by the client may purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the fund or ETF, which could make the fund or ETF less suitable of the client's portfolio.

#### Fixed Income Security:

Individual fixed income research is issuer specific. Portfolio duration is based on the risk profile of the client. Forte Capital relies on internal and external fixed income and economic analysis as well as Moody's and S&P's credit analysis in determining appropriate securities for client portfolios.

There is an inverse relationship between interest rate movements and fixed income prices. Generally, when interest rates rise, fixed income prices fall and when interest rates fall, fixed income prices rise. Generally the longer a bond's maturity, the more sensitive it is to this risk. Bonds may also be subject to call risk, which is the risk that the issuer will redeem the debt at its option, fully or partially, before the scheduled maturity date. The market value of debt instruments may fluctuate, and proceeds from sales prior to maturity may be more or less than the amount originally invested or the maturity value due to changes in market conditions or changes in the credit quality of the issuer. Bonds are subject to the credit risk of the issuer. This is the risk that the issuer might be unable to make interest and/or principal payments on a timely basis. Bonds are also subject to reinvestment risk, which is the risk that principal and/or interest payments from a given investment may be reinvested at a lower interest rate.

#### Options:

In some circumstances, we may use options as an investment strategy. An option is a contract that gives the buyer the right, but not the obligation, to buy or sell an asset (such as a share of stock) at a specific price on or

before a certain date. An option, just like a stock or bond, is a security. An option is also a derivative, because it derives its value from an underlying asset.

### **Risk of Loss:**

Investing in securities involves risk of loss that clients should be prepared to bear. While Forte Capital attempts to moderate these risks, there can be no assurance that its investment and trading activities will be successful or that clients will not suffer losses.

Clients should be aware of the following potential risks:

- No Guarantee of Investment Performance. Forte Capital cannot guarantee it will achieve positive or competitive investment returns. Unanticipated market conditions, political developments, regulatory and other factors, many of which cannot be anticipated or controlled, could result in Forte Capital not generating positive or competitive after-tax returns or in a client losing a portion of their investment.
- General Investment Strategy Risk. The majority of Forte Capital's investment activities will be based upon a strategy that requires, among other activities, anticipating economic trends or changes, evaluating the industry and prospects of companies and correctly anticipating the timing, direction and magnitude of subsequent changes in the values of such securities. There can be no assurance that Forte Capital will be successful at implementing and managing the foregoing activities and no assurance that general market conditions and other market forces, which may be beyond control, will not prevent Forte Capital from successfully implementing and managing its investment strategy.
- Interest-rate Risk. Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, coupon rates on existing bonds become less attractive, causing their market values to decline
- Inflation Risk. When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- Reinvestment Risk. This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- Liquidity Risk. Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- Financial Risk. Excessive borrowing to finance a business' operations increases the risk of profitability because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.
- Foreign Companies. Forte Capital may choose to invest in American Depository Receipts (ADRs), which will subject the Firm to certain risks not typically associated with investing in securities issued by domestic issuers. These risks include unfavorable changes in currency exchange rates, imposition of exchange control regulation by the U.S. or foreign governments, certain foreign or U.S. taxes, and economic or political instability or disruptions in foreign countries. Further, Forte Capital may have access to less information about some non-U.S. companies compared to U.S. companies, and financial information may not be subject to comparable standards of companies traded in U.S. markets, making the basis for investment decisions less dependable.
- Insolvency of Brokers and Others. Forte Capital may be subject to the risk of failure of the brokerage firms that execute the Firm's trades, the clearing firms that such brokers use, or the clearing houses of which such clearing firms are members.
- Effect of Substantial Withdrawals. Clients making substantial withdrawals within a short period of time could require liquidation of securities positions more rapidly than would otherwise be desirable, possibly reducing the value of the client's assets and/or disrupting Forte Capital's investment strategy. Reduction in assets could make it more difficult to generate a positive return or to recoup losses due to reductions in Forte Capital's ability to take advantage of particular investment opportunities.
- Tax Risks. Clients are urged to consult with a tax advisor with respect to the federal, state, and local tax

consequences arising from investing with Forte Capital.

- Retirement Rollovers-Potential for Conflict of Interest: A client or prospective client leaving an employer typically has four options regarding an existing retirement plan (and may engage in a combination of these options): (i) leave the money in the former employer's plan, if permitted, (ii) roll over the assets to the new employer's plan, if one is available and rollovers are permitted, (iii) roll over to an Individual Retirement Account ("IRA"), or (iv) cash out the account value (which could, depending upon the client's age, result in adverse tax consequences). If Forte Capital recommends that a client roll over their retirement plan assets into an account to be managed by Forte Capital, such a recommendation creates a conflict of interest if Forte Capital will earn an advisory fee on the rolled over assets. No client is under any obligation to rollover retirement plan assets to an account managed by Forte Capital. Forte Capital's Chief Compliance Officer, Adil Masood, remains available to address any questions that a client or prospective client may have regarding the potential for conflict of interest presented by such rollover recommendation.

## **Item 9      Disciplinary Information**

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Our Firm and our management personnel have no reportable disciplinary events to disclose.

## **Item 10     Other Financial Industry Activities and Affiliations**

Forte Capital is not registered and does not have an application pending as a securities broker dealer, a futures merchant, commodity pool operator or a commodity trading adviser. None of Forte Capital's personnel are associated with a broker dealer or futures or commodity firm. The Firm does not have any arrangements material to its advisory business and its clients. See Item 4 - *Advisory Business* and Item 5 - *Fees & Compensation* above. For example, the Firm's methods of allocating portfolio transaction business among brokers and dealers could involve conflicts. See Item 12 – *Brokerage Practices*.

Under no circumstances does Forte Capital consider the marketing efforts of broker dealers on its behalf or investment opportunities offered by broker dealers in selecting broker dealers to execute client trades.

Forte Capital also has policies and procedures in place to limit and monitor gifts and entertainment received from third parties, including broker dealers that do business with the Firm or wish to do business with the Firm. See Item 11 – *Code of Ethics*.

Forte Capital is related by common ownership and control to Achieve Wealth Partners LLC ("AWP"), an SEC-registered investment adviser and provides investment consultation services to AWP, whereby Forte Capital provides investment allocation models and investment recommendations and analysis to AWP for compensation. Forte does not provide discretionary investment management to AWP clients unless it is expressly selected as a sub-adviser by AWP.

Forte Capital has entered into an administrative services agreement with AWP. Under the terms of this agreement, Forte Capital, for compensation, has undertaken to deliver various services to AWP, including providing AWP with office facilities and equipment, clerical, bookkeeping, accounting and recordkeeping services, back-office services, trading services, financial planning tools and services, legal services and marketing and advertising support.

## **Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

### Code of Ethics:

Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws. Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our code provides for oversight, enforcement and recordkeeping provisions. We provide annual training to our employees and perform on-going monitoring of investment advisory activity. A copy of our Code of Ethics is available to our advisory clients and prospective clients upon request to our Chief Compliance Officer at the firm's principal office address.

Our firm or individuals associated with our firm may buy or sell securities identical to those recommended to or purchased for customers for their personal accounts. In addition, any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client. This practice results in a potential conflict of interest, as we may have an incentive to manipulate the timing of such purchases to obtain a better price or more favorable allocation in rare cases of limited availability.

We may aggregate our employee trades with client trades. In case there is a partial fill of a particular batch order, we will allocate all the purchases pro-rata, with each account paying average price.

To mitigate these potential conflicts of interest and ensure the fulfillment of our fiduciary responsibilities, we have established the following restrictions:

1. Prohibition against use of non-public information - no persons associated with our firm may buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry.
2. No persons associated with our firm may prefer his or her own interest to that of the advisory client.
3. All persons associated with our firm must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.
4. Any individual not in observance of the above may be subject to disciplinary action or termination.

## **Item 12 Brokerage Practices**

Typically, with respect to all equity transactions and fixed income transactions for accounts without prime brokerage, Forte Capital does not request or accept the discretionary authority to determine the broker dealer used for client transactions. This means that Forte Capital will not survey the brokerage marketplace for best execution on a transaction-by-transaction basis. As such, clients must direct Forte Capital as to the broker dealer to be used. *Not all advisers require their clients to direct brokerage.*

For clients in need of brokerage and/or custodial services and depending on client circumstances and needs, Forte Capital LLC will recommend the use of one of several broker dealers, provided that such recommendation is consistent with our fiduciary duty to the client. Generally, for equity transactions, we will recommend the brokerage services offered by the client's custodian. The factors considered by our firm when making these recommendations are the broker dealer's ability to provide professional services, the firm's experience with the broker dealer, the broker dealer's reputation, the broker dealer's quality of execution services and costs of such services and the custodial platform provided to clients, among other factors.

If a client, when undertaking an advisory relationship with our firm, already has a pre-established relationship with a broker and instructs us to execute all transactions through that broker, it should be understood that under those circumstances, we will not have the authority to negotiate commissions, obtain volume discounts and best execution may not be achieved. In addition, under these circumstances a disparity in commission charges may exist between the commissions charged to other clients since our firm may not be able to aggregate orders to reduce transaction costs or the client may receive less favorable prices.

We reserve the right to decline acceptance of any client account for which the client directs the use of a broker if we believe that this choice would hinder its fiduciary duty to the client and/or its ability to service the account.

Typically, with respect to fixed income transactions for accounts with prime brokerage, the firm accepts brokerage discretion and seeks to obtain best execution for client transactions in these accounts, i.e., seeking to obtain not necessarily the lowest commissions but the best overall qualitative execution in the particular circumstances. The reasonableness of commissions is based on the broker's ability to provide professional services, competitive commission/mark-up rates, research and other services which will help us in providing investment management services to clients. We may, therefore recommend (or use) the use of a broker who provides useful research and securities transaction services even though a lower commission may be charged by a broker who offers no research services and minimal securities transaction assistance. Research services may be useful in servicing all our clients, and not all of such research may be useful for the account for which the particular transaction was effected.

Generally, for clients that have entered into a Prime Brokerage agreement, Forte purchases individual bonds via Tradeweb, an electronic marketplace that allows for request-for quotes and bilateral streaming of executable prices. Forte also, at times, may purchase individual bonds through various broker-dealers through Prime Brokerage agreements.

#### Research and Other Benefits:

Although we currently have no formal soft-dollar arrangements, we may also take into account our receipt of brokerage, unsolicited research services and other platform or program benefits when selecting or recommending a broker.

Research services are designed to supplement the Firm's internal research and investment strategy capabilities.

All clients receive the benefit of the services Forte Capital receives under such arrangements. Because this information is only supplementary to Forte Capital's own research efforts and still must be analyzed and reviewed by personnel, Forte Capital's receipt of such information is not expected to materially reduce the expenses of servicing clients.

To the extent commissions are directed to broker dealers who provide the Firm with research services, Forte Capital will receive a benefit that may not be quantified in terms of dollar amounts.

The relationships with brokerage firms providing research to Forte Capital may influence the Firm's judgment in allocating brokerage business and may create conflicts of interest in using the services of those brokers to execute clients' brokerage transactions. Forte Capital believes that these relationships are beneficial to the Firm and its clients, but clients' transactions executed through these broker dealers may or may not be at the best prices otherwise available. Clients may be charged markups or other applicable transaction costs, if any, higher than those charged by other broker-dealers in return for receipt of these benefits.

When selecting the broker dealer through which securities transactions are executed and brokerage business allocated, Forte Capital considers the full range and quality of a broker dealer's services including:

- amount, quality and nature of the research provided
- best execution, clearance and settlement capabilities, taking into account the:
  - difficulty of trade
  - liquidity of the security
  - commission rates
- financial strength and stability
- efficiency of execution and error resolution
- responsiveness to the Firm
- usefulness of research to the Firm's process

### Brokerage for Client Referral:

Forte Capital participates in the Schwab Advisor Network<sup>tm</sup>, and TD Ameritrade AdvisorDirect programs and Forte Capital may recommend Schwab and TD Ameritrade to clients for custody and brokerage services. Forte Capital's participation in these programs does not influence the investment advice it gives to clients, although Forte Capital receives non-cash economic benefits through its participation in the programs.

Although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, Forte Capital may receive from such broker-dealer/custodian, without cost (and/or at a discount) support services and/or products, certain of which assist Forte Capital to better monitor and service client accounts maintained at such institutions. Included within the support services that may be obtained by the Forte Capital may be investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings, and other educational and/or social events, marketing support, computer hardware and/or software and/or other products used by Forte Capital in furtherance of its investment advisory business operations.

As indicated above, certain of the support services and/or products that may be received may assist Forte Capital in managing and administering client accounts. Other support services may not directly provide such assistance, but rather assist Forte Capital to manage and further develop its business enterprise.

Schwab, TD Ameritrade, Fidelity or others may also provide Forte Capital with other services intended to help Forte Capital manage and further develop its business enterprise. These services may include consulting, publications and presentations on practice management, information technology, business succession, regulatory compliance, and marketing. Forte Capital, through its participation in these programs, may receive discounts on compliance, marketing, technology, and practice management products or services provided to Forte Capital by third party vendors. In addition, from time to time, these entities may make available, arrange and/or pay for these types of services and any travel, meals and entertainment associated with events related to these services for the benefit of Forte Capital by independent third parties and/or the custodian. Schwab, Fidelity and TD Ameritrade or other custodians may discount or waive fees they would otherwise charge for some of these services or pay all or part of the fees of a third-party providing these services to Forte Capital. The availability to Forte Capital of the foregoing products and services is not contingent upon Forte Capital committing to any of the above referenced custodians any specific amount of business or assets in custody or trading.

Forte Capital, at times, may provide entertainment (gift baskets, meals, golf, etc.) to qualified solicitors. Thus, qualified solicitors may have an incentive to recommend Forte Capital to potential clients.

Forte Capital receives client referrals from Charles Schwab & Co., Inc. ("Schwab"), a registered broker-dealer, member SIPC through Forte Capital's participation in Schwab Advisor Network<sup>TM</sup> ("the Service"). The

Service is designed to help investors find an independent investment advisor. Schwab is a broker-dealer independent of and unaffiliated with Forte Capital. Schwab does not supervise Forte Capital and has no responsibility for Forte's management of clients' portfolios or Forte Capital's other advice or services. Forte pays Schwab fees to receive client referrals through the Service. Forte Capital's participation in the Service may raise potential conflicts of interest described below.

Forte Capital pays Schwab a Participation Fee on all referred clients' accounts that are maintained in custody at Schwab and a Non-Schwab Custody Fee on all accounts that are maintained at, or transferred to, another custodian. The Participation fee paid by Forte Capital is a percentage of the value of the assets in the client's account. Forte Capital pays Schwab the Participation Fee for so long as the referred client's account remains in custody at Schwab. The Participation Fee is billed to Forte Capital quarterly and may be increased, decreased or waived by Schwab from time to time. The Participation Fee is paid by Forte Capital and not by the client. Forte Capital has agreed not to charge clients referred through the Service fees or costs greater than the fees or costs Forte Capital charges clients with similar portfolios who were not referred through the Service.

Forte Capital generally pays Schwab a Non-Schwab Custody Fee if custody of a referred client's account is not maintained by, or assets in the account are transferred from Schwab. This Fee does not apply if the client (1) terminates its relationship with Forte Capital (2) liquidates all or a portion of their Schwab account and withdraws the proceeds for their personal use. The Non-Schwab Custody Fee is a one-time payment equal to a percentage of the assets placed with a custodian other than Schwab. The Non-Schwab Custody Fee is higher than the Participation Fees Forte Capital generally would pay in a single year. Because of this and its ongoing business relationship with Schwab, Forte Capital will have an incentive to recommend that client accounts be held in custody at Schwab.

The Participation and Non-Schwab Custody Fees will be based on assets in accounts of Forte Capital's clients who were referred by Schwab and those referred clients' family members living in the same household. Thus, Forte Capital will have incentives to encourage household members of clients referred through the Service to maintain custody of their accounts and execute transactions at Schwab and to instruct Schwab to debit Forte Capital's fees directly from the accounts.

For accounts of Forte Capital's clients maintained in custody at Schwab, Schwab will not charge the client separately for custody but will receive compensation from Forte Capital's clients in the form of commissions and other transaction-related compensation on securities trades executed through Schwab. Schwab also will receive a fee (generally lower than the applicable commission on trades it executes) for clearance and settlement of trades executed through broker-dealers other than Schwab. Schwab's fees for trades executed at other broker-dealers are in addition to the other broker-dealer's fees. Thus, Forte Capital may have an incentive to cause trades to be executed through Schwab rather than another broker-dealer. Forte Capital, nevertheless, acknowledges its duty to seek best execution of trades for client accounts. Trades for client accounts held in custody at Schwab may be executed through a different broker-dealer than trades for Forte Capital's other clients. Because of this ongoing business relationship with Schwab, trades for accounts custodied at Schwab may be executed at different times and different prices than trades for other accounts that are executed at other broker-dealers.

Forte Capital also participates in the institutional advisor program (the "Program") offered by TD Ameritrade Institutional. TD Ameritrade Institutional is a division of TD Ameritrade Inc., member FINRA/SIPC ("TD Ameritrade"), an unaffiliated SEC-registered broker-dealer and FINRA member. TD Ameritrade offers to independent investment advisors services which include custody of securities, trade execution, clearance and settlement of transactions. Forte Capital receives some benefits from TD Ameritrade through its participation in the Program.

As disclosed above, Forte Capital participates in TD Ameritrade's institutional customer program and may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between the Forte Capital's participation in the program and the investment advice it gives to its clients, although Forte

Capital receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Forte Capital participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Forte Capital by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by Forte Capital's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit Forte Capital but may not benefit its client accounts. These products or services may assist Forte Capital in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help Forte Capital manage and further develop its business enterprise. The benefits received by Forte Capital or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, Forte Capital endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by Forte Capital or its related persons in and of itself creates a potential conflict of interest and may indirectly influence Forte Capital's choice of TD Ameritrade for custody and brokerage services.

Forte Capital participates in the institutional advisor program (AdvisorDirect the "Program") offered by TD Ameritrade Institutional. TD Ameritrade Institutional is a division of TD Ameritrade Inc., member FINRA/SIPC ("TD Ameritrade"), an unaffiliated SEC registered broker-dealer and FINRA member. In addition to meeting the minimum eligibility criteria for participation in AdvisorDirect, Forte Capital may have been selected to participate in AdvisorDirect based on the amount and profitability to TD Ameritrade of the assets in, and trades placed for, client accounts maintained with TD Ameritrade. TD Ameritrade is a discount broker-dealer independent of and unaffiliated with Forte Capital and there is no employee or agency relationship between them. TD Ameritrade has established the referral program as a means of referring its brokerage customers and other investors seeking fee-based personal investment management services or financial planning services to independent investment advisors. TD Ameritrade does not supervise Forte Capital and has no responsibility for Forte Capital's management of client portfolios or Forte Capital's other advice or services. Forte Capital pays TD Ameritrade on an on-going fee for each successful client referral. This fee is usually a percentage (not to exceed 25%) of the advisory fee that the client pays to Forte Capital ("Solicitation Fee"). Forte Capital will also pay TD Ameritrade the Solicitation Fee on any advisory fees received by Forte Capital from any of a referred client's family members, including a spouse, child or any other immediate family member who resides with the referred client and hired Forte Capital on the recommendation of such referred client.

Forte Capital will not charge clients referred through AdvisorDirect any fees or costs higher than its standard fee schedule offered to its clients or otherwise pass Solicitation Fees paid to TD Ameritrade to its clients. For information regarding additional or other fees paid directly or indirectly to TD Ameritrade please refer to the TD Ameritrade AdvisorDirect Disclosure and Acknowledgment Form, which may be obtained from either TD Ameritrade or Forte Capital.

Forte Capital's participation in AdvisorDirect raises potential conflicts of interest. TD Ameritrade will most likely refer clients through AdvisorDirect to investment advisors that encourage their clients to custody their assets at TD Ameritrade and whose client accounts are profitable to TD Ameritrade. Consequently, in order to obtain client referrals from TD Ameritrade, Forte Capital may have an incentive to recommend to clients that the assets under management by Forte Capital be held in custody with TD Ameritrade and to place transactions for client accounts with TD Ameritrade. In addition, Forte Capital has agreed not to solicit clients referred to it through AdvisorDirect to transfer their accounts from TD Ameritrade or to establish brokerage or custody accounts at other custodians, except when its fiduciary duties require doing so. Forte Capital's participation in



AdvisorDirect does not diminish its duty to seek best execution of trades for client accounts.

Forte Capital is required to maintain certain minimum custodian assets at Schwab and TD Ameritrade in order to participate in their referral programs.

Forte's Chief Compliance Officer, Adil Masood, is available to address any questions that a client or prospective client may have regarding the above arrangements and any perceived conflict of interest such arrangement may create.

Forte receives client referrals from E\*TRADE Securities LLC ("E\*TRADE") as a participant in the E\*TRADE Advisor Network ("Network"). The Network refers E\*TRADE clients who desire certain services from independent investment advisors such as Forte. In order to participate in the Network, Forte must satisfy certain minimum eligibility criteria and be selected by E\*TRADE. Forte must also have a contractual relationship with E\*TRADE Savings Bank (a/k/a E\*TRADE Advisor Services) ("E\*TRADE Advisor Services") for custodial and other services. E\*TRADE Advisor Services and E\*TRADE are unaffiliated with, and independent of Forte. None of E\*TRADE Advisor Services, E\*TRADE or any of their affiliates supervises Forte and none has any responsibility for Forte or its management of client portfolios, advice, or any other services provided by Forte or third parties engaged by Forte.

E\*TRADE clients referred to Forte that engage Forte establish a custodial relationship with E\*TRADE Advisor Services. Forte pays E\*TRADE a solicitation fee for each successful client referral ("Solicitation Fee"). The Solicitation Fee is generally a percentage of the value of the assets in all accounts of client custodied with E\*TRADE Advisor Services, subject to certain minimums, and for so long as Forte is retained to provide services to the referred client. Firm also pays the Solicitation Fee for accounts of referred client's family members, including a spouse, child, or any other immediate family member who resides with the referred client and hires Forte. Forte has agreed to not charge clients referred through its participation in the Network any fees or costs greater than those charged to clients with similar portfolios who were not referred through the Network.

Forte clients who custody with E\*TRADE Advisor Services are charged certain custodial (which are borne by Forte) and/or transaction related fees by E\*TRADE Advisor Services. E\*TRADE Advisor Services also earns interest revenue on cash maintained in the account and compensation from the purchase of certain mutual funds and/or exchange traded-funds. Please contact your Forte representative with any questions about revenue earned by E\*TRADE Advisor Services from its relationship with RIAs and services provided to your account.

Forte's participation in the Network raises potential conflicts of interest and may incentivize Forte to encourage maintenance of custodial accounts with E\*TRADE Advisor Services or its affiliates.

#### Aggregation of Trades

Equity and ETF purchases and sales for each client will generally be effected independently. However, Forte Capital may (but is not obligated to) aggregate equity transactions. For individual fixed income purchases, Forte Capital will generally aggregate purchases and often sell fixed income securities independently. When Forte aggregates trades, clients participating in any aggregate transaction will receive an average share price and transaction costs will be shared equally on a pro-rata basis. The aggregation of client purchase or sale orders into blocks for execution allows Forte Capital to achieve more equitable, timely and efficient executions, lower per share brokerage cost and better and fairer prices.

#### Allocation:

Forte Capital's allocation procedures will be fair and equitable to all clients with no particular group or client(s) being favored or disfavored over any other clients.

Aggregated individual fixed income orders will typically be allocated among clients based on various factors,

including: asset allocation factors (e.g., underweight target fixed income allocation), appropriate duration, issuer, credit of security, cash availability, and tax consideration.

Aggregate equity and ETF orders will generally be allocated among clients based on various factors including: asset allocation factors, cash availability, and tax considerations.

For almost all equity orders, there is no circumstance where there is not enough shares to allocate to clients. Whereas, for individual fixed income purchases, there often exists situations where there are not securities available to allocate to all clients for whom the security is suitable. In this instance, the security will be allocated based on the relative need of a client. Factors considered include cash availability and deviation from target asset allocation from a value and percentage basis.

Directed brokerage arrangements may impact trade allocations.

#### IPOs:

Initial public offerings (“IPOs”) or new issues are offerings of securities that frequently are of limited size and limited availability. These offerings may trade at a premium above the initial offering price. In the event that Forte Capital participates in any new issues, the Firm’s policy and practice is to allocate new issues shares fairly and equitably among advisory clients. If possible, allocations are done pro-rata among all accounts; if not possible, then allocations are alternated between smaller and larger accounts so as not to advantage any client or group of clients over any other.

#### Trading Errors:

As a fiduciary, Forte Capital has the responsibility to effect orders correctly, promptly and in the best interests of our clients. In the event any error occurs in the handling of any client transactions due to Forte Capital’s actions, or inaction, or actions of others, Forte Capital’s policy is to seek to identify and correct any errors as promptly as possible without disadvantaging the client or benefiting Forte Capital in any way.

If the error is the responsibility of Forte Capital, the error will be corrected and Forte Capital will be responsible for any client loss resulting from an inaccurate or erroneous trade. Where a third party’s negligence causes a trading error resulting in a loss to a client, Forte Capital will attempt to recover the amount of the loss from the third party for the client, although Forte Capital is not responsible for making the third parties compensate the clients in such cases.

#### Cross Trades:

Forte Capital does not participate in cross trades.

## **Item 13 Review of Accounts**

Account reviews are performed regularly by at least one of the assigned portfolio managers. These reviews cover asset allocation, cash position, security weightings, and client objectives. Account reviews are performed more frequently when market conditions dictate.

Other conditions that may trigger a review include changes in the tax laws, new investment information, and changes in a client's situation.

Clients receive periodic communications (emails, newsletters, letters, portfolio reviews, and phone calls) on at least an annual basis. Our typical written reporting to clients occurs on a quarterly basis which includes a position

statement. Monthly reporting is available on an exception basis if requested by the client.

The assets of each client are held by an independent custodian. In all cases, the client also receives the normal reporting package provided by the respective custodian, either monthly or quarterly. Such custodians provide the client with year-end summaries of security proceeds, dividends and interest received (IRS 1099-B, 1099-Int and 1099-R).

## **Item 14 Client Referrals and Other Compensation**

We currently pay referral fees to employees and third parties for referring advisory clients to our firm. If a client is introduced to us by either an employee or an unaffiliated solicitor, we may pay that solicitor an ongoing or limited term referral fee.

Payment of referral fees for prospective client referrals creates a potential conflict of interest to the extent that such a referral is not unbiased and the solicitor is, at least partially, motivated by financial gain. Therefore, such a referral may be made even if our advisory services are not suitable to a particular client's needs or entering into an advisory relationship with us is not, overall, in the best interest of the client. As these situations represent a conflict of interest, we have established the following restrictions in order to ensure our fiduciary responsibilities:

1. All such referral fees are paid in accordance with the requirements of Rule 206(4)-3 of the Investment Advisers Act of 1940, and any corresponding state securities law requirements;
2. Any such referral fee will be paid solely from our investment management fee, and will not result in any additional charge to the client;
3. If the client is introduced to us by an unaffiliated solicitor, the solicitor, at the time of the solicitation, will disclose the nature of his/her/its solicitor relationship and provide each prospective client with a copy of our Form ADV Part 2 Brochure, together with a copy of the written disclosure statement from the solicitor to the client disclosing the terms of the solicitation arrangement between our firm and the solicitor, including the compensation to be received by the solicitor from us; and
4. All referred clients will be carefully screened to ensure that our fees, services, and investment strategies are suitable to their investment needs and objectives.

Please see Item 12 - *Brokerage Practices* for a discussion of our referral relationship with broker dealers and/or account custodians.

## **Item 15 Custody**

Custody is defined as any legal or actual ability by our firm to access client funds or securities. All client funds and securities are held with one or more "qualified custodians." However, although our firm does not take actual possession of client funds or securities, we are deemed to have constructive custody of certain client accounts and funds under current SEC interpretation and guidance. Therefore, we urge all of our clients to carefully review and compare the reviews of account holdings and/or performance results they receive from us to those they receive from their qualified custodian. Any discrepancies should be reported to us and/or the qualified custodian immediately.

## Item 16 Investment Discretion

Clients may engage us to provide discretionary asset management services per the client's IPS, in which case we place trades in a client's account without contacting the client prior to each trade to obtain the client's permission.

Our discretionary authority includes the ability to do the following without contacting the client:

- Determine the security to buy or sell; and/or
- Determine the amount of the security to buy or sell

Clients give us discretionary authority when they sign a discretionary agreement with our firm, and may limit this authority by giving us written instructions. Clients may also change/amend such limitations by providing us with written instructions.

## Item 17 Voting Client Securities

### Proxy Voting:

Clients can delegate the right to vote proxies to Forte in their investment management agreement or by instructing us in writing. However, our clients always have the right to vote proxies themselves.

We will vote proxies in the best interests of our clients and in accordance with our established policies and procedures. Our firm will retain all proxy voting books and records for the requisite period of time, including a copy of each proxy statement received, a record of each vote cast, a copy of any document created by us that was material to making a decision how to vote proxies, and a copy of each written client request for information on how the adviser voted proxies. If our firm has a conflict of interest in voting a particular action, we will notify the client of the conflict and retain an independent third-party to cast a vote.

Clients may obtain a copy of our complete proxy voting policies and procedures by contacting Adil Masood by telephone at (585) 586-8100. Clients may request, in writing, information on how proxies for his/her shares were voted. If any client requests a copy of our complete proxy policies and procedures or how we voted proxies for his/her account(s), we will promptly provide such information to the client. In addition, Forte periodically sends a notice of our proxy voting policies to our clients.

We will neither advise nor act on behalf of the client in legal proceedings involving companies whose securities are held in the client's account(s), including, but not limited to, the filing of "Proofs of Claim" in class action settlements. If desired, clients may direct us to transmit copies of class action notices to the client or a third party. Upon such direction, we will make commercially reasonable efforts to forward such notices in a timely manner.

With respect to ERISA accounts, we will vote proxies unless the plan documents specifically reserve the plan sponsor's right to vote proxies. To direct us to vote a proxy in a particular manner, clients should contact Adil Masood by telephone, email, or in writing.

You can instruct us to vote proxies according to particular criteria (for example, to always vote with management, or to vote for or against a proposal to allow a so-called "poison pill" defense against a possible takeover). These requests must be made in writing. You can also instruct us on how to cast your vote in a

particular proxy contest by contacting us at Forte Capital.

## **Item 18 Financial Information**

### Financial Condition:

Forte Capital, as a registered investment adviser, is required to provide you with certain financial information or disclosures about Forte Capital's financial condition. Forte Capital has no financial commitment that impairs the Firm's ability to meet contractual and fiduciary commitments to clients.

### Bankruptcy:

Forte Capital has not been the subject of a bankruptcy proceeding.

### Prepayment of Fees:

Under no circumstances do we require or solicit payment of fees in excess of \$1,200 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.

**Part 2B of Form ADV: *Brochure Supplement***



Forté Capital LLC

Adil G. Masood  
400 Linden Oaks  
Suite 310  
Rochester, NY 14625

585-586-8100

February 20, 2020

This brochure supplement provides information about Adil G. Masood that supplements the Forté Capital LLC brochure. You should have received a copy of that brochure. Please contact Adil Masood if you did not receive Forté Capital LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Adil G. Masood is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## **Item 2 Educational, Background and Business Experience**

**Full Legal Name:** Adil G. Masood **Born:** 1964

### **Education**

University of Rochester; BA, Biology and Political Science; 1987

University of Rochester, William E. Simon Graduate School of Business Administration; MBA; 1989

### **Business Experience**

Forté Capital LLC; Portfolio Manager, Chief Compliance Officer, and Member from 01/1999 to Present

### **Designations**

Adil G. Masood earned the CPA designation in 1995 and is in good standing with the granting authority.

CPAs are licensed and regulated by their state boards of accountancy. New York State requires specific education, experience and testing requirements for licensure as a CPA. Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

## **Item 3 Disciplinary Information**

Adil G. Masood has no reportable disciplinary history.

## **Item 4 Other Business Activities**

### A. Investment-Related Activities

1. Forte is a Member of Achieve Wealth Partners LLC ("AWP"), an SEC-registered investment adviser. AWP is related by common ownership and control to Forte.

AWP has entered into an administrative services agreement with Forte. Under the terms of this agreement, Forte, for compensation, has undertaken to deliver various services to AWP, including providing AWP with office facilities and equipment, clerical, bookkeeping, accounting and recordkeeping services, back-office services, trading services, financial planning tools and services, legal services and marketing and advertising support.

AWP has entered into a consulting agreement with Forte. Under the terms of this agreement, Forte provides its proprietary investment recommendations to AWP. AWP, in its sole discretion, decides whether or not to implement any of the recommendations provided to it by Forte.

2. Adil G. Masood does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

### B. Non Investment-Related Activities

Adil G. Masood is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

## **Item 5 Additional Compensation**

Adil G. Masood does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6 Supervision**

Forté Capital has and provides investment advisory and supervisory services in accordance with Forté Capital's policies and procedures manual. The primary purpose of the Forté Capital's Rule 206(4)-7 policies and procedures is to comply with the requirements of supervision requirements of Section 203(e)(6) of the Investment Advisor's Act. Forté Capital's Chief Compliance Officer, Adil Masood, is primarily responsible for implementation of Forté Capital's policies and procedures. Should an employee or investment adviser representative of Forté Capital have any questions regarding the applicability/relevance of the Act, the Rules, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Adil Masood can be reached at (585) 586-8100.

**Part 2B of Form ADV: *Brochure Supplement***



David W. Henion  
400 Linden Oaks  
Suite 310  
Rochester, NY 14625

585-586-8100

Forté Capital LLC

February 20, 2020

This brochure supplement provides information about David W. Henion that supplements the Forté Capital LLC brochure. You should have received a copy of that brochure. Please contact Adil Masood if you did not receive Forté Capital LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about David W. Henion is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)



## Item 2 Educational, Background and Business Experience

**Full Legal Name:** David W. Henion

**Born:** 1966

### Education

Miami University; BS, Finance and Accounting; 1988

### Business Experience

Forté Capital LLC; Portfolio Manager and Member from 09/1996 to Present

### Designations

David W. Henion earned the CPA designation in 1992 and is in good standing with the granting authority.

CPAs are licensed and regulated by their state boards of accountancy. New York State requires specific education, experience and testing requirements for licensure as a CPA. Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

## Item 3 Disciplinary Information

David W. Henion has no reportable disciplinary history.

## Item 4 Other Business Activities

### A. Investment-Related Activities

1. Forte is a Member of Achieve Wealth Partners LLC ("AWP"), an SEC-registered investment adviser. AWP is related by common ownership and control to Forte.

AWP has entered into an administrative services agreement with Forte. Under the terms of this agreement, Forte, for compensation, has undertaken to deliver various services to AWP, including providing AWP with office facilities and equipment, clerical, bookkeeping, accounting and recordkeeping services, back-office services, trading services, financial planning tools and services, legal services and marketing and advertising support.

AWP has entered into a consulting agreement with Forte. Under the terms of this agreement, Forte provides its proprietary investment recommendations to AWP. AWP, in its sole discretion, decides whether or not to implement any of the recommendations provided to it by Forte.

2. David W. Henion does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

### B. Non Investment-Related Activities

David W. Henion is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

## Item 5 Additional Compensation

David W. Henion does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## Item 6 Supervision

Forté Capital has and provides investment advisory and supervisory services in accordance with Forté Capital's policies and procedures manual. The primary purpose of the Forté Capital's Rule 206(4)-7 policies and procedures is to comply with the requirements of supervision requirements of Section 203(e)(6) of the Investment Advisor's Act. Forté Capital's Chief Compliance Officer, Adil Masood, is primarily responsible for implementation of Forté Capital's policies and procedures. Should an employee or investment adviser representative of Forté Capital have any questions regarding the applicability/relevance of the Act, the Rules, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Adil Masood can be reached at (585) 586-8100.

**Part 2B of Form ADV: *Brochure Supplement***



Dennis E. Lohouse  
400 Linden Oaks  
Suite 310  
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585-586-8100

Forté Capital LLC

February 20, 2020

This brochure supplement provides information about Dennis E. Lohouse that supplements the Forté Capital LLC brochure. You should have received a copy of that brochure. Please contact Adil Masood if you did not receive Forté Capital LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Dennis E. Lohouse is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## Item 2 Educational, Background and Business Experience

**Full Legal Name:** Dennis E. Lohouse

**Born:** 1953

### Education

State University of New York at Buffalo; BA, Psychology; 1971

State University of New York at Buffalo; MS, Economics; 1982

University of Rochester, Simon School; MBA, Finance and Accounting; 1986

### Business Experience

Bryce Capital LLC; Principal and Portfolio Manager; from 01/1999 to 09/2009

Forté Capital LLC; Member and Portfolio Manager from 10/2009 to Present

### Designations

Dennis E. Lohouse earned the CFA designation in 1997 and is in good standing with the granting authority.

The Chartered Financial Analyst (CFA®) charter is a professional designation established in 1962 and awarded by CFA Institute. To earn the CFA® charter, candidates must pass three sequential, six-hour examinations over two to four years. The three levels of the CFA Program test a wide range of investment topics, including ethical and professional standards, fixed-income analysis, alternative and derivative investments, and portfolio management and wealth planning. In addition, CFA charterholders must have at least four years of acceptable professional experience in the investment decision-making process and must commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

## Item 3 Disciplinary Information

Dennis E. Lohouse has no reportable disciplinary history.

## Item 4 Other Business Activities

### A. Investment-Related Activities

1. Forte is a Member of Achieve Wealth Partners LLC (“AWP”), an SEC-registered investment adviser. AWP is related by common ownership and control to Forte.

AWP has entered into an administrative services agreement with Forte. Under the terms of this agreement, Forte, for compensation, has undertaken to deliver various services to AWP, including providing AWP with office facilities and equipment, clerical, bookkeeping, accounting and recordkeeping services, back-office services, trading services, financial planning tools and services, legal services and marketing and advertising support.

AWP has entered into a consulting agreement with Forte. Under the terms of this agreement, Forte provides its proprietary investment recommendations to AWP. AWP, in its sole discretion, decides whether or not to implement any of the recommendations provided to it by Forte.

2. Dennis E. Lohouse does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

### B. Non Investment-Related Activities

Dennis E. Lohouse is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

## Item 5 Additional Compensation

Dennis E. Lohouse does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## Item 6 Supervision

Forté Capital has and provides investment advisory and supervisory services in accordance with Forté Capital’s policies and procedures manual. The primary purpose of the Forté Capital’s Rule 206(4)-7 policies and procedures is to comply with the requirements of supervision requirements of Section 203(e)(6) of the Investment Advisor’s Act. Forté Capital’s Chief Compliance Officer, Adil Masood, is primarily responsible for implementation of Forté Capital’s policies and procedures. Should an employee or investment adviser representative of Forté Capital have any questions regarding the applicability/relevance of the Act, the Rules, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Adil Masood can be reached at (585) 586-8100.

**Part 2B of Form ADV: *Brochure Supplement***



Edmond D. Sheidlower  
400 Linden Oaks  
Suite 310  
Rochester, NY 14625

585-586-8100

Forté Capital LLC

February 20, 2020

This brochure supplement provides information about Edmond D. Sheidlower that supplements the Forté Capital LLC brochure. You should have received a copy of that brochure. Please contact Adil Masood if you did not receive Forté Capital LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Edmond D. Sheidlower is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## **Item 2 Educational, Background and Business Experience**

**Full Legal Name:** Edmond D. Sheidlower

**Born:** 1966

### **Education**

Hobart College; BA, Economics; 1988

### **Business Experience**

Bryce Capital LLC; Principal and Portfolio Manager; from 01/1999 to 09/2009

Forté Capital LLC; Member and Portfolio Manager from 10/2009 to Present

### **Designations**

Edmond D. Sheidlower earned the CMFC designation in 1998 and is in good standing with the granting authority.

Individuals who hold the CMFC® designation have completed a course of study encompassing all aspects of mutual funds and their uses as investment vehicles. The program is designed for approximately 120-150 hours of self-study. The program is self-paced and must be completed within one year from enrollment.

## **Item 3 Disciplinary Information**

Edmond D. Sheidlower has no reportable disciplinary history.

## **Item 4 Other Business Activities**

### **A. Investment-Related Activities**

1. . Forte is a Member of Achieve Wealth Partners LLC (“AWP”), an SEC-registered investment adviser. AWP is related by common ownership and control to Forte.

AWP has entered into an administrative services agreement with Forte. Under the terms of this agreement, Forte, for compensation, has undertaken to deliver various services to AWP, including providing AWP with office facilities and equipment, clerical, bookkeeping, accounting and recordkeeping services, back-office services, trading services, financial planning tools and services, legal services and marketing and advertising support.

AWP has entered into a consulting agreement with Forte. Under the terms of this agreement, Forte provides its proprietary investment recommendations to AWP. AWP, in its sole discretion, decides whether or not to implement any of the recommendations provided to it by Forte.

2. Edmond D. Sheidlower does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

### **B. Non Investment-Related Activities**

Edmond D. Sheidlower is a member of F2 Management LLC and Code-2 LLC. These activities do not provides substantial compensation or involve a substantial amount of his time.

## **Item 5 Additional Compensation**

Edmond D. Sheidlower does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6 Supervision**

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**Part 2B of Form ADV: *Brochure Supplement***



Richard B. Nathan  
2115 Weybridge Drive  
Raleigh, NC 27615

585-586-8100

Forté Capital LLC

February 20, 2020

This brochure supplement provides information about Richard B. Nathan that supplements the Forté Capital LLC brochure. You should have received a copy of that brochure. Please contact Adil Masood if you did not receive Forté Capital LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Richard B. Nathan is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## **Item 2 Educational, Background and Business Experience**

**Full Legal Name:** Richard B. Nathan **Born:** 1961

### **Education**

University of Massachusetts; BS, Business Administration/Accounting; 1984  
Florida International University; MS, Taxation; 1991

### **Business Experience**

Forté Capital LLC; Director of Research, Portfolio Manager, Member from 02/1997 to 01/01/2016 and Advisor from 01/01/2016 to Present

## **Item 3 Disciplinary Information**

Richard B. Nathan has no reportable disciplinary history.

## **Item 4 Other Business Activities**

### A. Investment-Related Activities

1. Richard B. Nathan is not engaged in any other investment-related activities.
2. Richard B. Nathan does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

### B. Non Investment-Related Activities

Richard B. Nathan owns Second Act Artisan Cheese. This activity does not provide substantial compensation or involves a substantial amount of his time.

## **Item 5 Additional Compensation**

Richard B. Nathan does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6 Supervision**

Forté Capital has and provides investment advisory and supervisory services in accordance with Forté Capital's policies and procedures manual. The primary purpose of the Forté Capital's Rule 206(4)-7 policies and procedures is to comply with the requirements of supervision requirements of Section 203(e)(6) of the Investment Advisor's Act. Forté Capital's Chief Compliance Officer, Adil Masood, is primarily responsible for implementation of Forté Capital's policies and procedures. Should an employee or investment adviser representative of Forté Capital have any questions regarding the applicability/relevance of the Act, the Rules, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Adil Masood can be reached at (585) 586-8100.

**Part 2B of Form ADV: *Brochure Supplement***



Christopher B. Marvin  
210 Seapit Road  
Waquoit, MA 02536

585-586-8100

Forté Capital LLC

February 20, 2020

This brochure supplement provides information about Christopher Marvin that supplements the Forté Capital LLC brochure. You should have received a copy of that brochure. Please contact Adil Masood if you did not receive Forté Capital LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Christopher Marvin is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)



## **Item 2 Educational, Background and Business Experience**

**Full Legal Name:** Christopher B. Marvin      **Born:** 1960

### **Education**

Amherst College; BA, History; 1983

### **Business Experience (last 5 years)**

Forté Capital LLC; Vice President; from 10/2011 to Present

## **Item 3 Disciplinary Information**

Christopher Marvin has no reportable disciplinary history.

## **Item 4 Other Business Activities**

### A. Investment-Related Activities

1. Christopher Marvin is not engaged in any other investment-related activities.
2. Christopher Marvin does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

### B. Non Investment-Related Activities

Christopher Marvin is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

## **Item 5 Additional Compensation**

Christopher Marvin does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6 Supervision**

Forté Capital has and provides investment advisory and supervisory services in accordance with Forté Capital's policies and procedures manual. The primary purpose of the Forté Capital's Rule 206(4)-7 policies and procedures is to comply with the requirements of supervision requirements of Section 203(e)(6) of the Investment Advisor's Act. Forté Capital's Chief Compliance Officer, Adil Masood, is primarily responsible for implementation of Forté Capital's policies and procedures. Should an employee or investment adviser representative of Forté Capital have any questions regarding the applicability/relevance of the Act, the Rules, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Adil Masood can be reached at (585) 586-8100.