



Customer Relationship Summary

Geneva Capital Management LLC

March 30, 2022

Introduction

Geneva Capital Management LLC is an investment adviser registered with the Securities and Exchange Commission. We feel that it is important for you to understand how investment advisory and brokerage services and fees differ. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about investment advisers, broker-dealers and investing.

What investment services and advice can you provide me?

As an SEC registered investment adviser, we offer investment advisory services to retail investors, including investors participating in third-party wrap fee programs, for an ongoing asset-based fee based on the value of the investments and cash in your account. We provide investment management services that primarily invest your account in the equity securities of companies that trade on U.S. exchanges in one of four growth investment styles: Small Cap, SMID Cap, Mid Cap, and All Cap. We also advise retail investors on investments in taxable and tax-exempt fixed income securities based on their needs and objectives.

We review all client accounts at least monthly as part of our standard discretionary advisory services. You will grant us authority to buy and sell investments in your account, in accordance with your investment guidelines, without asking you in advance (“discretionary authority”). You may direct us to trade your investments through a specified broker (“directed brokerage”). We also have a limited number of non-discretionary accounts where the client makes the ultimate decision regarding the purchase or sale of investments. This agreement will remain in place until you or we terminate the relationship. While we do not have a specified minimum account size for retail clients, we believe client accounts generally should have at least \$250,000 to be efficiently managed, although suggested minimums may be lower for clients using concentrated equity styles and clients of model delivery and wrap fee programs.

Additional information about our advisory services is located in Items 4 and 7 of our Brochure which is available online at <https://adviserinfo.sec.gov/firm/brochure/105432>.

Questions to Ask Us:

- *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- *How will you choose investments to recommend to me?*
- *What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

What fees will I pay?

The amount you pay is based on the fee schedule contained in your investment management agreement. Our management fee for retail clients generally begins at 1.00% per annum. However, fees are negotiable based on investment style, asset allocation, account size, relationship size, service requirements and other factors. Assets from related accounts may be aggregated for fee calculation purposes. The fee is typically calculated as a percentage of your account’s market value. This means the more assets there are in your account, the more you will pay in fees, and we have an incentive to encourage you to increase the assets in your account.

Fees are billed quarterly, in arrears and prorated for any partial calendar quarter at the beginning or end of a client relationship. At your election, we bill your fees directly to you or your custodian. When your account is through a third-party wrap program, our fee may be calculated and paid by the wrap sponsor. In such instance, the timing of payment is determined by the terms negotiated with each sponsor and set forth in your wrap agreement.

Depending on where your account is held, you may pay a brokerage commission when we buy and sell an investment for you. You may also pay fees to a broker-dealer or bank that will hold your assets (called “custody”). If your account is invested in a mutual fund or ETF, you will also pay the management and other fees charged by the issuer or sponsor of that product.

Wrap account clients are typically charged a bundled fee by the wrap program sponsor based on a percentage of the account’s market value. The bundled fee generally covers charges for custody services, brokerage commissions, investment management and other services as negotiated between the client and the wrap program sponsor, and therefore are higher than a typical asset-based advisory fee. Out of its bundled fee, the wrap program sponsor pays us a quarterly fee for providing investment management services. Our fee is based on a percentage of the account’s market value.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

Additional information about our fees is located in Item 5 of our Brochure which is available online at <https://adviserinfo.sec.gov/firm/brochure/105432>.

Question to Ask Us:

- *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

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.

Our revenue is derived from the advisory fees we receive for managing your account. Because clients pay different fees based on differing fee schedules and the size of their accounts, we have an incentive to favor those accounts where we earn the highest fees. Further, some of our employees or their family members have investments in mutual funds that we manage. We also recommend mutual funds that we manage to certain clients. These situations present possible conflicts of interest, in that they could create an incentive for us to favor some clients or mutual funds over other clients or investments. We maintain investment and trade allocation policies and procedures designed to manage the foregoing conflicts of interest.

Question to Ask Us:

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

Additional information about our conflicts of interest is located in Items 5, 6, 7 and 10 of our Brochure which is available online at <https://adviserinfo.sec.gov/firm/brochure/105432>.

How do your financial professionals make money?

Our financial professionals who serve retail clients are employees of our firm and are paid a fixed salary. They also are eligible to receive a discretionary annual bonus based upon the success of the firm and upon their contributions to such success. Principals of our firm also have an ownership interest in the firm and receive a proportionate share of distributions based on their ownership interest.

Do your financial professionals have legal or disciplinary history?

No, neither our firm nor our financial professionals have any legal or disciplinary history. Visit Investor.gov/CRS for a free and simple search tool to research our firm and its financial professionals.

Question to Ask Us:

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

Additional Information

You can find additional information about our investment advisory services on the SEC's website at www.adviserinfo.sec.gov by searching CRD #105432. If you would like additional, up-to-date information or a copy of this Relationship Summary, please call 414-224-6002 or email MKEadvinquiry@genevacap.com.

Question to Ask Us:

- *Who is my primary contact person?*
- *Is he or she a representative of an investment adviser or a broker-dealer?*
- *Who can I talk to if I have concerns about how this person is treating me?*

Exhibit A – Material Changes to Client Relationship Summary

There have been no material changes to this Form CRS since the last filing on March 30, 2021. This Form CRS was updated to reflect non-material changes.