

Introduction

OneAscent Family Office LLC (“OneAscent” or “OAFO”) is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

OneAscent Family Office, LLC (“OAFO”) provides investment advisory services and family office services to individual and institutional investors and their professional advisors through the offering of managed accounts, proprietary strategies, and assistance to other investment advisors. OAFO does not have a specified minimum account size. Some clients who wish to access multiple asset management styles, specifically third party managers, may be required to have an account minimum. Please refer to the Form ADV Part 2A for more information regarding these services.

Asset Management

Asset management services may be provided on either a “discretionary” or “non-discretionary” basis. When a client engages the firm to provide asset management services on a discretionary basis, we will monitor your accounts to ensure that they are meeting your investment objectives. If any changes are needed to your investments, we will make the changes. These changes may involve selling a security or group of investments and buying others, utilizing a separate account (third party) manager, or keeping the proceeds in cash. You may at any time place reasonable restrictions on the types of investments we may use on your behalf, or on the allocations to each security type, though such restrictions may limit the potential performance of your portfolio.

Financial Planning

In most cases, the client will supply an OAFO representative with information regarding current financial circumstances and goals. The information is typically provided during personal interviews and supplemented with written information. Once the information is received, we will discuss your financial needs and goals with you and compare your current financial situation with the goals you state. Once these are compared, we will create a financial and/or investment plan to help you meet your goals, and work with you to educate you about household finances and investments. For more information, please refer to our Disclosure Brochure, the ADV Part 2A, under Item 4 Advisory Business by [Clicking Here](#).

“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? Unified**Managed Accounts**

Generally, fees may vary from 0.50% to 2.00% per annum of the market value of a client’s assets in the UMA. The Overlay Manager and third party manager charge separate and additional fees with respect to client accounts for account model and administration. Portions of these fees are paid directly to OAS. In addition, the client will be billed by OAFO for the advisory fee. Fees are negotiable, based on the nature of the account. Factors affecting fee percentages include the size of the account, complexity of asset structures, and other factors.

Asset Management for Non-UMA Clients

Generally, fees may vary from 0.50% to 2.00% per annum of the market value of a client’s assets managed by OneAscent. In limited circumstances, asset management may also be done on a flat fee basis. Flat fees will be between \$1,000 and \$100,000 per annum. The advisory fee is paid on a quarterly basis, in advance, with adjustments made for deposits and withdrawals greater than \$25,000 intra-quarter.

Financial Planning

Financial planning fees can be hourly, fixed fee basis (which may be per project or per month) or included with asset management services. Our hourly charge is between \$125 and \$500 per hour, depending on the professional working on the project. Fixed fees will typically be between \$0 and \$15,000, and in special circumstances, can be greater than \$100,000. Fees are negotiable and will depend on the anticipated complexity of your plan and the professional(s) working on the plan.


Platform Costs

OAFO utilizes various technology platforms for the purpose of providing clients with account reporting services, and provides additional services related to the processing of trades and non-investment transactions and other client needs. There are additional costs related to these services in addition to the advisory fee discussed above. The amount of these costs varies depending on the client, their assets, and the representative with whom they are working. As with the advisory fee, the Platform Costs will be pro-rated for deposits and withdrawals effected intra-quarter.

Other Fees

Clients will also incur other direct and indirect fees in addition to OAFO’s fees. For example, mutual funds contain fees and expenses as described in the prospectus such as management fees. Additionally, a client will pay transaction fees for the purchase and sale of securities

as well as custodial fees for maintaining an account at the custodian. Third party managers will also charge fees for their services. 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. A conflict of interest exists where OneAscent has an incentive to encourage you to place more assets under management with them as they will receive more compensation from advisory fees. Please make sure you understand what fees and costs you are paying. For more specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation by [Clicking Here](#).


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

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we must act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Certain owners of OAF0 are also owners of OAFS. When a OAF0 advisor allocates client assets to a separate manager, including an affiliated manager such as OAFS, fees payable to such managers are separate from, and in addition to, fees payable to OAF0. This means that the overall fees to OAF0 and these managers may be significantly higher than if OAF0 had managed the assets directly. OAF0 will consider these fees in its decision to recommend the use of any third party manager, including OAFS. OAF0 has the incentive to refer clients to OAFS, because of common ownership, and therefore are likely to receive greater overall compensation if assets are allocated to their respective affiliated firms as opposed to a different third party manager or in-house management. Harry Pearson, the owner of OAF0, is also an indirect owner of OneAscent Financial Services LLC (“OAFS”). OAFS provides investment advice to clients but does not perform investment advisory services for OAF0. It does, however, provide back office services to OAF0. “Back office” services include compliance, trading and trade reconciliation, billing, marketing, technology, and business continuity. In addition, the E&O insurance for OneAscent is purchased through OAFS. OAFS is the manager to funds registered under the Investment Company Act of 1940 (the “Registered Funds”). It is expected that OAF0 will recommend that clients whose investment objectives are appropriate to invest in such Registered Funds. This creates a conflict of interest, which may be material. Because OAFS receives a fee from the Registered Funds, and a fee from the clients whose assets are managed in the strategies that included each Registered Fund (or the client’s portfolio containing the Registered Fund directly), OAF0 has an incentive to recommend Registered Funds to clients because of the potential for an increased fee, as opposed to simply the client’s objectives.

In addition to the possibility of allocating assets to OAFS, OAF0 may also allocate assets to OneAscent Capital LLC (“OAC”). OAC is the manager of certain private placements. The terms of investment of these private placements are found in each vehicles offering documents. Any allocation of assets to OAC entities will be done on a non-discretionary basis. Nonetheless, a conflict of interest exists when recommending an OAC investment, because, like OAFS and OAF0, the principal owners of OAC are the same as OAF0. This means that OAF0 has the incentive to refer clients to OAC, because of common ownership, and therefore are likely to receive greater overall compensation if assets are allocated to OAC as opposed to a different private placement or even no private placement at all. Please see more information regarding these conflicts in the Form ADV Part 2A, Item 10, by [clicking here](#).

Certain professionals of OneAscent are separately licensed as independent insurance agents. As such, these professionals may conduct insurance product transactions for OAF0 clients, in their capacity as licensed insurance agents, and will receive customary commissions for these transactions in addition to any compensation received in this capacity as employees of OAF0. These professionals therefore have incentive to recommend insurance products based on the compensation to be received, rather than on a client’s needs. Clients should be aware of this conflict when considering whether to engage OAF0 or utilize these professionals to implement any insurance recommendations. For more specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation by [Clicking Here](#). OneAscent offers investment advisory services to retail investors. Retail investors are defined as those who buy and sell securities for their personal accounts, not on behalf of an institution or large organization. This can create a potential conflict of interest by creating an incentive to recommend certain products or increase certain assets. OneAscent attempts to mitigate this conflict by disclosing it within the Form CRS. For more specific information regarding our fees, please refer to our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation by [Clicking Here](#).

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

How do your financial professionals make money?

Financial professionals of OneAscent are paid a portion of the asset management fees collected from clients. Financial professionals are not rewarded sales bonuses.


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

Yes. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS.

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

Additional Information

Additional information about our investment advisory services can be found at www.oneascentwealth.com or by [Clicking Here](#). A copy of our *relationship summary* can also be requested by calling (205) 313-9142.

 ***“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?”***