

ASCENSION CAPITAL ADVISORS, INC.
FORM CRS – CUSTOMER RELATIONSHIP SUMMARY
APRIL 2023

Item 1. Introduction

Ascension Capital Advisors, Inc. is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. 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 adviser, and investing.

Item 2. Relationships and Services

What investment services and advice can you provide me?

We will review, supervise, and manage client's investment account(s) on a discretionary fee-only basis. Our investment management services are based on the client's risk tolerance and investment objectives.

Discretionary. Providing discretionary services means, we will determine the following without consulting you, in advance: the securities to be bought or sold; the amount of securities to be bought or sold; and the broker or dealer to be used for a purchase or sale of securities. However, we do not have discretion to determine the commission rates to be paid to a broker or dealer for your securities transactions. Commissions charged by the broker or dealer are set by the broker or dealer.

Non-Discretionary. For retail investors that are accredited investors or qualified clients, we provide non-discretionary consulting services related to the purchase and sale of interests in unaffiliated private placement offerings. When providing non-discretionary consulting services, we will provide a recommendation and investment decision shall remain with the client.

Monitoring. Client accounts and their holdings are monitored on an ongoing basis. Clients are encouraged to review investment objectives and account performance with us on an annual basis.

Limited Investment Offerings. Generally, we will allocate client assets among various debt and fixed income securities, mutual funds, private investment funds, independent managers, and/or exchange traded funds. Because we do not purchase individual stocks, this will limit our ability to target specific investment opportunities that are available when individual stocks are used.

Account Minimums and Other Requirements. We do not require an annual minimum fee or a minimum asset level for investment management services.

In addition to our primary services described above, the firm offers workshops, financial planning and consulting services, upon request, on a fixed fee basis, negotiable case-by-case, depending upon the level and scope of the service(s) required and the professional(s) rendering the service(s).

Additional information. Please see Form ADV, Part 2A brochure (Items 4 and 7 of Part 2A) which can be found at <https://adviserinfo.sec.gov/firm/summary/109518> and clicking on Part 2 Brochures.

Conversation Starters. Ask your financial professional—

- **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?**

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

For our discretionary investment management services and non-discretionary consulting services for the purchase of interests in unaffiliated private placement offerings, typically, we charge an annual blended asset-based fee from 1.00% to 0.50%, payable in advance and calculated quarterly on the market value of the client's household account(s) as of the last business day of the preceding calendar quarter. Partial quarters will be prorated. Based upon the terms in your Investment Advisory Agreement, for some clients, if there are significant deposits to or withdrawals from the account(s) during a calendar quarter, an adjustment will be made to the fees payable for the following calendar quarter to account for such deposits or withdrawals. With this fee structure, the more assets there are in your account, the more you will pay in fees, and the firm may therefore have an incentive to encourage you to increase the assets in your account. Our fees are negotiable.

Clients will incur certain charges imposed by third parties (custodians, broker-dealers, platforms, and other third parties) regarding investments made in the account(s). These commissions, fees and charges may include but not limited to the following: brokerage commissions/mark ups and mark downs; transaction, exchange, trade away and clearing fees; account, wire, and electronic fund transfer fees; margin interest; custodial fees; administration and termination fees; internal fees of mutual funds and exchange traded funds and other costs and expenses. These expenses are charged separately. ACA does not receive any portion of these commissions, fees, and charges.

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If you have been referred to our firm by a third-party promoter, you will receive the Promoter's Written Disclosure Statement that will describe the fees that you will be charged.

For clients with less than \$2 million in assets under management with the firm, who request financial planning and consulting services, the firm charges a fixed fee based upon the complexity of the engagement. Financial planning and consulting fees are negotiable depending upon the level and scope of the service(s) required and the professional(s) rendering the service(s).

Additional Information. 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. Please see Form ADV, Part 2A brochure (specifically Item 5) which can be found at <https://adviserinfo.sec.gov/firm/summary/109518> and clicking on Part 2 Brochures.

Conversation Starter. Ask your financial professional—

- **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?**

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

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. Here are some examples to help you understand what this means.

Commissions. Some of our financial professionals are also licensed insurance agents. They will receive a commission when they sell an insurance product to you. This is a conflict of interest because it incentivizes the financial professional to recommend these products to you and recommend only insurance products for which the receipt of commissions is available. This conflict is mitigated by our fiduciary duty and adherence to our code of ethics.

Soft Dollars. We recommend that our clients use specific, registered broker-dealers, as their qualified custodian ("Custodian"). We receive products and services from these Custodians based upon the assets under management maintained by our firm at the Custodian. We receive access to more and better products and services as the assets held at these Custodians increase. This is a conflict of interest because we have an incentive to encourage you to custody your assets at these Custodians.

Conversation Starter. Ask your financial professional—

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

Additional information. Please see Form ADV, Part 2A brochure which can be found at <https://adviserinfo.sec.gov/firm/summary/109518> and clicking on Part 2 Brochures.

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

How do your financial professionals make money?

All our employees are paid a salary. In addition to the salary, some of the firm's financial professionals are paid a percentage of the annual asset-based fee paid by the financial professional's clients. The percentage paid to the financial professional will be increased if the financial professional brought in the client. With this compensation structure, as the assets in your account increase, the fees to the financial professional increase. The financial professionals have an incentive to encourage you to increase the assets in your existing account. The owner of our firm will also receive a profit distribution, when available (or when appropriate).

Item 4. Disciplinary History

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

No. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter. Ask your financial professional—

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

Item 5. Additional Information

For additional information about our services, please see Form ADV, Part 2A brochure which can be found at <https://adviserinfo.sec.gov/firm/summary/109518> and clicking on Part 2 Brochures. If you would like additional, up-to-date information or a copy of this disclosure, please call (713) 952-6900.

Conversation Starter. Ask your financial professional—

- **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?**