

**Form ADV Part 3: Relationship Summary**  
**Lincoln Capital, LLC**

***Introduction***

Lincoln Capital is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

***What Investment Services and Advice Can You Provide Me?***

**Description of Services:** We offer the following investment advisory services to retail investors. (1) *Wrap Comprehensive Portfolio Management Services* which encompasses asset management services (whereby we manage and trade your designated account(s) as well as financial planning/financial consulting. We will discuss your investment goals and design a strategy to try and achieve your investment goals. We will monitor your account and contact you at least annually to discuss your portfolio. Services are provided through our Wrap Fee Program in accounts established at Fidelity. You can choose whether you'd like us to provide services on a **discretionary** basis (we will have the authority to determine the type and amount of securities to be bought or sold in your account) or a **non-discretionary** basis (we will have to confirm any trades in your account with you before we place them). See **Item 16** of our **Form ADV Part 2A** for information about investment authority. (2) *Financial Planning & Consulting Services* involve us creating a written financial plan for you or rendering financial consultations which cover mutually agreed upon topics. (3) Through our *Referrals to Third-Party Money Managers* service we recommend or refer clients to third-party Portfolio Management firms for the individual management of client accounts. Please see **Item 4** of our **Form ADV Part 2A** for more information about our services.

**Limited Investment Offerings:** We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios designed to be suitable based on your specific circumstances and needs. There may be some limitations in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer's platform. When providing you services, we do not recommend or offer advice on any proprietary products.

**Account & Fee Minimums:** There are no minimum investment amounts or conditions required for establishing an account managed by us.

***Conversation Starters:*** *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?***

**Description of Principal Fees & Costs:** (1) Fees for asset management services are charged based on a percentage of assets under management, billed in advance on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last business day of the previous billing period. The annual fee for *Wrap Comprehensive Asset Management* services may be negotiated up to 2.60%. Because our fee is based upon the value of your account we have an incentive to recommend that you increase the level of assets in your account. We manage accounts on a wrap fee and non-wrap fee basis. For a wrap fee account, the fee you pay us covers both our advisory services and the transaction fees imposed by the broker-dealer. Under a non-wrap fee account, you will be charged transaction costs separately. Since a wrap fee covers transaction expenses it tends to be higher than non-wrap fee programs. You will also be charged internal fees and expenses by the funds we invest in within your account. (2) We provide financial planning and consulting services under an hourly fee arrangement of \$250 per hour. We also provide financial planning services on a fixed fee basis that can range from \$1,500 to \$10,000. You will pay in advance a mutually agreed upon retainer that will be available for us to bill hourly fees against for our financial planning services. Unpaid hourly fees are due immediately upon completion of the project. Any fees we charge for financial planning and consulting services will not cover the costs associated with implementing any recommendations we may make.

**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. For more information about the fees we charge and the other fees and expenses you will incur, please see **Item 5 of Form ADV Part 2A** and **Item 4 of our Form ADV Part 2A: Appendix 1**.

**Conversation Starters:** *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?***

**Standard of Conduct:** 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. (1) When we recommend a third-party money manager we will receive a percentage of the fee which they collect from you. This creates a conflict of interest as we have an incentive to recommend managers who have such arrangements with us. (2) We receive expense reimbursement for marketing expenses from distributors of investment and/or insurance products which is a conflict of interest because it creates an incentive to recommend products and investments based on the receipt of this compensation instead of what is in the best interest of our clients. (3) Our representatives also serve as licensed insurance agents. When acting in this capacity, the representative will receive commissions for selling insurance products. This creates a conflict of interest when the representative recommends you purchase insurance products through him or her. (4) Some of our representatives serve as registered representatives of an unaffiliated securities broker-dealer. When acting in this separate capacity, the representative will receive commissions for buying or selling securities which creates a conflict of interest.

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

**Additional Information:** For more information about our conflicts of interests and the ways we are compensated, please see **Item 5, Item 10, and Item 12** of our **Form ADV Part 2A**.

***How Do Your Financial Professionals Make Money?***

**Description of Salary/Payment of IARs:** Our investment adviser representatives are compensated by either a fee based on assets under management or a salary plus bonus plan. Additionally, our representatives can receive a bonus based on assets brought to the firm. The way we compensate our representatives creates a conflict of interest as it gives your representative an incentive to recommend you invest more in your account with us due to the potential for increased payments.

***Do You or Your Financial Professionals Have Legal or Disciplinary History?***

**Yes.** You can look up more information about us and our representatives at <https://www.investor.gov/CRS>.

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

***Additional Information About Lincoln Capital***

Additional information about us and a copy of this relationship summary are available on the Internet at <http://thelincolncapitalgroup.com/>. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/168307>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at (877) 731-1400.

**Conversation Starters:** *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?*