

# Form ADV Part 2A: Brochure

## Equinum, LLC

### Equinum Wealth Management

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This Brochure provides information about the qualifications and business practices of Equinum, LLC d/b/a Equinum, LLC and Equinum Wealth Management (“Equinum”, “us”, “we” or “our”). If you have any questions about the contents of this Brochure, please contact us by telephone at 718-480-5600 or by email at [clientservices@equinum.com](mailto:clientservices@equinum.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority.

Registration with the SEC or with any state securities authority as an investment adviser does not imply any level of skill or training.

Additional information about Equinum is also available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2 – Material Changes**

Since our firm's Annual Updating Amendment dated March 30, 2020, we made the below material change:

Equinum has begun offering the use of third-party money managers for select clients under certain circumstances. More information regarding this service is included in Items 4 and 5 of this brochure.

*Item 3 – Table of Contents*

<i>ITEM 4 – ADVISORY BUSINESS .....</i>	<i>4</i>
<i>ITEM 5 – FEES AND COMPENSATION .....</i>	<i>6</i>
<i>ITEM 6 – PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT .....</i>	<i>9</i>
<i>ITEM 7 – TYPES OF CLIENTS .....</i>	<i>9</i>
<i>ITEM 8 – METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS .....</i>	<i>10</i>
<i>ITEM 9 – DISCIPLINARY INFORMATION .....</i>	<i>14</i>
<i>ITEM 10 – OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS .....</i>	<i>14</i>
<i>ITEM 11 – CODE OF ETHICS, PARTICIPATION OR INTEREST IN FUND TRANSACTIONS AND PERSONAL TRADING .....</i>	<i>14</i>
<i>ITEM 12 – BROKERAGE PRACTICES .....</i>	<i>17</i>
<i>ITEM 13 – REVIEW OF ACCOUNTS .....</i>	<i>17</i>
<i>ITEM 14 – FUND REFERRALS AND OTHER COMPENSATION .....</i>	<i>17</i>
<i>ITEM 15 – CUSTODY .....</i>	<i>18</i>
<i>ITEM 16 – INVESTMENT DISCRETION .....</i>	<i>18</i>
<i>ITEM 17 – VOTING FUND SECURITIES .....</i>	<i>18</i>
<i>ITEM 18 – FINANCIAL INFORMATION .....</i>	<i>19</i>
<i>BROCHURE DISCLOSURE .....</i>	<i>19</i>

#### *Item 4 – Advisory Business*

Equinum, LLC, a New York limited liability company, is based in Brooklyn, NY. Equinum, LLC was established 2019 and conducts its advisory business under the names of Equinum, LLC and Equinum Wealth Management (“Equinum”, “us”, “we” or “our”). Our principal owners are Aron Pinson and Roth & Company, LLP.

Equinum offers the following services to advisory clients:

#### **Investment Supervisory Services**

Equinum offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. Equinum creates an Investment Policy Statement for each client, which outlines the client’s current situation (income, tax levels, and risk tolerance levels) and then constructs a plan to aid in the selection of a portfolio that matches each client’s specific situation. Investment Supervisory Services include, but are not limited to, the following:

- Investment strategy
- Personal investment policy
- Asset allocation
- Asset selection
- Risk tolerance
- Regular portfolio monitoring

Equinum evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. Equinum can provide portfolio management services on a discretionary basis and may manage some assets on a non-discretionary basis. Equinum requests discretionary authority from clients in order to select securities and place orders with brokers to execute transactions without permission from the client prior to each transaction. Risk tolerance levels are documented in each client’s Investment Policy Statement.

#### **Use of Third-Party Managers**

Equinum also from time to time, when appropriate for a particular client, allocates certain portions of a client portfolio to independent third-party managers (“Third-Party Manager” or “Third-Party Managers”) or recommend direct investment with Third-Party Managers.

As part of this service, the firm conducts management searches of various unaffiliated registered investment advisers. Based on a client's individual circumstances and needs, Equinum will select a Third-Party Manager based on the portfolio management style that is appropriate for that client. Such Third-Party Managers might include investments in private equity funds and/or hedge funds. Factors considered in making this determination include account size, risk tolerance, the opinion of each client and the investment philosophy of the Third-Party Manager. The firm encourages clients to review each Third-Party Manager’s disclosure document regarding the particular characteristics of any program and portfolio managers selected.

Equinum will regularly monitor the performance of the Third-Party Manager(s). If it is determined that a particular selected Third-Party Manager is not providing sufficient management services to the client, or is not managing the client's portfolio in a manner consistent with the client's investment objectives, the firm will remove the client's assets from that Third-Party Manager and place the client's assets with another Third-Party Manager at the firm’s discretion.

The firm will conduct appropriate initial and periodic due diligence on all Third-Party Managers, making reasonable inquiries into their performance calculations, policies and procedures, Code of Ethics, and other operational and

compliance matters deemed important to account performance and risk management.

As of May 29, 2020, Equinum manages approximately \$57,729,086 on a discretionary basis and \$3,555,071 on a non-discretionary basis.

#### ***Item 5 – Fees and Compensation***

##### **Investment Supervisory Services**

The annual fee, based on a percentage of your assets under our management, is 1%.

Investment management fees are payable quarterly in arrears. If management begins after the start of a calendar quarter, fees will be prorated accordingly. Typically, we deduct advisory fees directly from your custodian account if you have given Equinum written authorization to do so. Otherwise, you would send payment directly to Equinum for management fees each quarter. Either you or Equinum may terminate an investment management agreement at any time, subject to thirty (30) days advance written notice requirements included in the client advisory agreement.

##### **Third-Party Manager Fees**

If any Third-Party Managers are used to manage a portion of a client portfolio, a separate and distinct fee will be charged by the Third-Party Manager as outlined in its disclosure documents and advisory agreement, as applicable. Third-Party Managers elect to directly debit client custodian accounts for their management fees upon receiving permission from each client. These Third-Party Managers charge their fees in advance or in arrears, monthly or quarterly, depending on the terms of each investment program and each selected manager's billing practices. Equinum does not receive any portion of the fees charged by Third-Party Managers.

#### ***Item 6 – Performance-based Fees and Side-By-Side Management***

Equinum does not charge any performance-based fees, which are fees based upon a share of capital gains on or capital appreciation of the assets of a client.

#### ***Item 7 – Types of Clients***

Equinum provides investment advisory services to individuals, high net worth individuals, corporations and charitable organizations. Equinum does not have a minimum account size.

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

##### ***Methods of Analysis and Investment Strategies***

Equinum's methods of analysis include fundamental analysis and technical analysis. Fundamental analysis involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages. Technical analysis involves the analysis of past market data; primarily price and volume. Equinum uses this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

Equinum uses long term trading, short term trading, short sales, margin transactions and options writing (including

covered options, uncovered options, or spreading strategies). Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

### ***Risks of Specific Securities Utilized***

Equinum generally seeks investment strategies that do not involve significant or unusual risk beyond that of the general domestic and/or international equity markets. However, it will utilize short sales, margin transactions, and options writing. Short sales, margin transactions, and options writing generally hold greater risk of capital loss and clients should be aware that there is a material risk of loss using any of those strategies. The investment types listed below (leaving aside Treasury Inflation Protected/Inflation Linked Bonds) are not guaranteed or insured by the FDIC or any other government agency.

Mutual Funds: Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. They can be of bond “fixed income” nature (lower risk) or stock “equity” nature (mentioned above).

Equity investment generally refers to buying shares of stocks by an individual or firms in return for receiving a future payment of dividends and capital gains if the value of the stock increases. There is an innate risk involved when purchasing a stock that it may decrease in value and the investment may incur a loss.

Treasury Inflation Protected/Inflation Linked Bonds: The Risk of default on these bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal.

Fixed Income is an investment that guarantees fixed periodic payments in the future that may involve economic risks such as inflationary risk, interest rate risk, default risk, repayment of principal risk, etc.

Debt securities carry risks such as the possibility of default on the principal, fluctuation in interest rates, and counterparties being unable to meet obligations.

Stocks & Exchange Traded Funds (ETF): Investing in stocks & ETF's carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy).

REITs have specific risks including valuation due to cash flows, dividends paid in stock rather than cash, and the payment of debt resulting in dilution of shares.

Precious Metal ETFs (e.g., Gold, Silver, or Palladium Bullion backed “electronic shares” not physical metal): Investing in precious metal ETFs carries the risk of capital loss.

Long term trading is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various other types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

Short term trading risks include liquidity, economic stability and inflation.

Short sales risks include the upward trend of the market and the infinite possibility of loss.

Margin transactions use leverage that is borrowed from a brokerage firm as collateral.

Options writing involve a contract to purchase a security at a given price, not necessarily at market value, depending on the market. This strategy includes the risk that an option may expire out of the money resulting in minimal or no value and the possibility of leveraged loss of trading capital due to the leveraged nature of stock options. An uncovered option is a type of options contract that is not backed by an offsetting position that would help mitigate risk. The risk for a “naked” or uncovered put is not unlimited, whereas the potential loss for an uncovered call option is limitless. Spread option positions entail buying and selling multiple options on the same underlying security, but with different strike prices or expiration dates, which helps limit the risk of other option trading strategies. Option writing also involves risks including but not limited to economic risk, market risk, sector risk, idiosyncratic risk, political/regulatory risk, inflation (purchasing power) risk and interest rate risk.

Past performance is not a guarantee of future returns. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

#### *Item 9 – Disciplinary Information*

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of us or the integrity of our management. Neither Equinum nor any of its supervised persons have been the subject of any legal or disciplinary event that would be material to your evaluation of the integrity of Equinum or that of its management.

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

Equinum does not engage in other financial industry activities and is not affiliated with any other financial institutions.

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

We have adopted a Code of Ethics for all employees of the firm describing our high ethical standards of business conduct, including those of applicable Federal and State securities laws. Our Code of Ethics includes policies and procedures relating to maintaining the confidentiality of client information, a prohibition on insider trading, and personal securities trading and review procedures, among other things. Our employees must certify at least annually their receipt, understanding and compliance with our Code of Ethics. A copy of our Code of Ethics is available to our advisory clients and prospective clients, upon request to the Chief Compliance Officer, at the firm’s principal office address.

#### *Item 12 – Brokerage Practices*

Equinum considers the following factors when determining which custodian to recommend to clients; relatively low transaction fees, name recognition, powerful background and access to mutual funds and ETFs. Based on these factors, the custodian will be chosen to be the recommended custodian. Equinum does not charge a premium or commission on transactions beyond the actual cost imposed by custodian.

Equinum does not have any soft-dollar arrangements and does not receive any soft-dollar benefits.

Equinum routinely recommends that clients direct Equinum to execute transactions through either Charles

Schwab & Co., Inc. (“Schwab”) or Interactive Brokers LLC (“IB”) as the broker-dealer. Equinum does not have the discretionary authority to determine the broker-dealer to be used or the commission rates to be paid for brokerage transactions. Equinum is not affiliated with Schwab or IB. Not all advisers require clients to direct brokerage. When clients direct brokerage, Equinum may be unable to achieve most favorable execution of client transactions, and this practice could cost clients more money. For example, in a directed brokerage account, the client may pay higher brokerage commissions because Equinum may not be able to aggregate orders to reduce transaction costs, or the client may receive less favorable prices.

Obtaining best execution for our clients is an important aspect of our fiduciary duty. Consequently, we have controls in place to monitor trade executions. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution considering the factors we review, including the quality of services provided by broker-dealers including the quality of executions, commission rates, accuracy and speed of execution, and overall brokerage relationships. Although the commissions and/or transaction fees paid by our clients typically correspond with our duty to obtain best execution, clients may pay a commission that is higher than what another qualified broker-dealer might charge to effect the same transaction when we determine, in good faith, that the commission or transaction fee is reasonable in relation to the value of the brokerage and research services we receive from a particular broker-dealer we recommend. Best execution is also about pricing, not just fees. Accordingly, although we seek competitive rates from the broker-dealers we recommend, we may not necessarily obtain the lowest possible commission rates for client transactions. The brokerage commissions or transaction fees charged by the broker-dealer are exclusive of, and in addition to, our investment management fee. Our best execution responsibility is qualified if the securities we purchase are no-load mutual funds that are traded at net asset value as determined at the daily market close.

Typically, we implement client transactions separately for each account. Consequently, certain client trades may be executed before others, at a different price and/or commission rate. Additionally, our clients may not receive volume discounts available to advisers who aggregate client trades (a practice known as “block trading”). There are instances where we block trade for clients where possible and when advantageous to clients. In these instances, clients participating in any aggregated transactions will receive an average share price and transaction costs will be shared equally and on a pro-rata basis.

### *Item 13 – Review of Accounts*

#### **Investment Supervisory Services**

While the underlying securities within Investment Supervisory Services accounts are continually monitored, these accounts are reviewed typically each quarter, but no less frequently than annually by Equinum. Accounts are reviewed in the context of each client's stated investment objectives and guidelines, as well as their assets under management. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

In addition to the monthly or quarterly statements and confirmations of transactions that Investment Supervisory Services clients will receive from their custodian, Equinum may provide written quarterly reports summarizing account performance, balances and holdings.

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

Equinum does not receive any economic benefit, directly or indirectly from any third party for advice rendered to Equinum clients.

If a client is introduced to Equinum by either an affiliated or unaffiliated solicitor, Equinum will pay that solicitor



a referral fee in accordance with the requirements of Rule 206(4)-3 of the Advisers Act and any corresponding state securities law requirements. Any such referral fee shall be paid solely from Equinum's investment management fee and shall not result in any additional charge to the client. If the client is introduced to Equinum by an unaffiliated solicitor, the solicitor shall provide the client with a copy of Equinum's written disclosure statement which meets the requirements of Rule 204-3 of the Advisers Act and a copy of the solicitor's disclosure statement containing the terms and conditions of the solicitation arrangement including compensation. Any affiliated solicitor of Equinum shall disclose the nature of his/her relationship to prospective clients at the time of the solicitation and will provide all prospective clients with a copy of Equinum's written disclosure statement at the time of the solicitation. It is Equinum's policy not to accept or allow our related persons to accept any form of compensation, including cash, sales awards or other prizes, from a non-client in conjunction with the advisory services we provide to our clients.

#### *Item 15 – Custody*

Equinum is deemed to have constructive custody of client funds as the result of debiting investment advisory fees from separately managed accounts. Physical custody of client funds are maintained at a qualified custodian. Debiting of fees is done pursuant to authorization provided by each individual client and approval of the custodian. No less than quarterly, individual clients will receive account statements directly from the custodian of their account. Custodial statements include account holdings, market values and any activity that occurred during the period, including the deduction of investment advisory fees. Copies of account statements are sent to Equinum and available to Equinum electronically. Equinum has formed a reasonable belief based on the availability of these statements that the "qualified custodian" is providing account statements directly to clients at least quarterly. In the event that Equinum provides individual client reports, Equinum urges clients to compare information contained in such reports with the account statements received directly from the account custodian. Differences in portfolio value may occur due to various factors, including but not limited to: (1) unsettled trades; (2) accrued income; (3) pricing of securities; and, (4) dividends earned but not received.

#### *Item 16 – Investment Discretion*

In most cases, Equinum will maintain ongoing and continuous discretionary authority, pursuant to its written investment management services agreements with clients, to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. Such clients will have the ability to direct the types of assets in which client funds may be invested, and, as described in more detail in Item 4, will have the ability to impose reasonable restrictions on the investment of their account. Discretionary clients grant Equinum discretionary authority through limited power of attorney in their investment management agreement with Equinum to arrange for the execution of securities transactions for the account through brokers or dealers as directed by each client.

#### *Item 17 – Voting Fund Securities*

Equinum will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. We may provide clients with consulting assistance regarding proxy issues if they contact us with questions at our principal place of business.

#### *Item 18 – Financial Information*

Equinum does not require nor solicit prepayment of more than \$1,200 in fees per client six months or more in advance, and therefore does not need to include a balance sheet with this brochure. We have no financial

commitment that impairs our ability to meet contractual and fiduciary commitments to our clients and we have not been the subject of a bankruptcy proceeding.