

Item 1 – Introduction

Versant Capital Management, Inc. (“Versant”, “we”, “us”, or “our”) is registered with U.S. Securities Exchange Commission (“SEC”) as an investment adviser. Investment advisory and brokerage services and fees differ. It is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2 – Relationships and Services

What investment services and advice can you provide me?

We provide investment advisory services, including discretionary and non-discretionary investment management, online portfolios, comprehensive wealth management, financial planning, and consulting services to high-net worth individuals, including individuals, families and their related entities (e.g., trusts, estates), (our “retail investors”).

When a retail investor engages us to provide investment management services we shall monitor, on a continuous basis, the investments in the accounts over which we have authority as part of our investment management service. Furthermore, when engaged on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade and allocate the investments within your account(s) consistent with your investment objectives. Our authority over your account(s) shall continue until our engagement is terminated. We do not limit the scope of our investment advisor services to proprietary products or a limited group or type of investment. Clients that determine to engage us on a non-discretionary investment advisory basis must be willing to accept that Versant cannot affect any account transactions without obtaining prior consent from the client.

We offer investment management, financial planning, and consultation services as part of our standard investment advisory engagement. However, we may be engaged to provide financial planning or consulting services on a separate fee basis.

While we do not require our investment advisory retail investors to maintain a minimum asset level, typically, a minimum asset level of \$2,000,000 is required for comprehensive wealth management services. We may reduce or waive this minimum at our discretion.

Additional Information: For more detailed information about our Advisory Business (Item 4) and Types of Clients (Item 7), please see our [ADV Part 2A Brochure](#).

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?

We provide our investment advisory services on a fee-only basis. When engaged to provide investment management services, we will charge a fee based upon a percentage of the market value of your assets under our management (our “AUM Fee”). Our annual AUM Fee is negotiable but does not generally exceed 1.20%.

We typically deduct our AUM Fee from one or more of your accounts, in arrears, on a quarterly basis. Because our AUM Fee is calculated as an asset-based fee, the more assets you have in your advisory account, the more you will pay us for our investment management services. Therefore, we have an incentive to encourage you to increase the assets maintained in accounts we manage. Our Financial Planning and Consulting services may be offered on a stand-alone and separate fee basis. These fees are negotiable however are generally between \$300 and \$500 on an hourly rate basis. Our consulting services may be offered on a fixed-fee basis that shall be mutually agreed upon prior to commencing the engagement.

A copy of our ADV Part 2A Brochure is available at:

https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=638565

Versant's basic fee schedule for Comprehensive Investment Advisory, Financial Planning and Consulting Services (Wealth Management) is generally subject to a minimum annual fee of \$20,000 and is further described in Item 5 of our [Form ADV 2A](#). Versant, in its sole discretion, may reduce or waive its annual minimum fee based upon certain criteria. As result, similarly, situated clients could pay different fees. In addition, similar advisory services may be available from other investment advisers for similar or lower fees.

Other Fees and Costs: Your investment assets will be held with a qualified custodian. Custodians generally charge brokerage commissions and/or transaction fees for effecting certain securities transactions. In addition, relative to all mutual fund and exchange traded fund purchases, certain charges will be imposed at the fund level (e.g. management fees and other fund expenses).

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: For more detailed information about Fees and Compensation related to our management, please see Item 5 of our [ADV Part 2A Brochure](#).

- *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?

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. As an example, we may recommend a particular custodian to custody your assets, and we may receive support services and/or products from that same custodian, certain of which assist us to better monitor and service your account while a portion may be for the benefit of our firm.

Additional Information: For more detailed information about our conflicts of interest, please review our [ADV Part 2A Brochure](#).

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

How do your financial professionals make money?

Our financial professionals are generally compensated on a salary basis. However, certain of our financial professionals, based upon an individual basis, may receive a performance bonus from time-to-time. You should discuss your financial professional's compensation directly with your financial professional.

Item 4 – Disciplinary History

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

No. We encourage you to visit www.investor.gov/CRS to research our firm and our financial professionals.

Furthermore, we encourage you to ask your financial professional:

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

Item 5 – Additional Information

Additional information available on the SEC's website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer at any time to request a current copy of our [ADV Part 2A](#) or our *relationship summary*. Our Chief Compliance Officer may be reached by phone: (602) 635-3760.

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

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