

# Form CRS Conversation Starters

## Sierran Asset Management

January 1, 2022

### **Given my financial situation, should I choose an investment advisory service? Why or why not?**

If you have little experience with investing money, you may wish to make use of an investment advisory service. If you have experience with investing money, you may not need the services of an investment advisor.

### **How will you choose investments to recommend to me?**

Sierran Asset Management bases our investment advice on the principle of diversification of assets across asset classes in order to achieve the maximal returns with minimal risk, and in adjusting asset allocation proportions based upon our clients' acceptable levels of risk and time horizons. Sierran Asset Management usually recommends long-term buy and hold investment strategies involving index funds and investment grade bonds.

### **What is your relevant experience, including your licenses, education, and other qualifications? What do those qualifications mean?**

Jason Liang, the CEO and sole proprietor of Sierran Asset Management, has passed the Series 65 exam - the NASAA Investment Advisers Law Examination - which is a North American Securities Administrators Association (NASAA) exam administered by FINRA that covers laws, regulations, ethics, and various topics important to the role of a financial adviser. However, passing that exam does not imply any level of skill or training.

### **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?**

Sierran Asset Management does not invest on behalf of our clients. Our only fee is the one-time non-negotiable fee of \$99 for usage of our software-based model, which covers unlimited personal usage of the model.

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

Sierran Asset Management or related persons will not recommend to clients securities in which we or a related person have a material financial interest.

Sierran Asset Management or related persons may invest in the same securities (or related securities, e.g., warrants, options or futures) that we or related persons recommend to clients. This may create a conflict of interest if clients purchase these securities and the value of our holdings of these securities increases due to the client's purchase. To mitigate this conflict of interest, we will only recommend

securities which are suitable for our clients' portfolios, with no regard to whether we invest in the same securities.

Sierran Asset Management or related persons may recommend securities to clients at or about the same time that we or related persons buy or sell the same securities for our own (or related persons' own) account. This may create a conflict of interest if clients purchase these securities and the value of our holdings of these securities increases. To mitigate this conflict of interest, within 30 days of trading thinly traded securities for our own accounts, we will not recommend these securities to client. Securities for which there is a large volume and a highly liquid market, such as index funds and Treasuries, are exempt from this restriction.

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

No.

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

Jason Liang is the primary contact person of Sierran Asset Management. He is the CEO and sole proprietor of Sierran Asset Management, and is a representative of an investment advisor. If you have concerns about how the primary contact person is treating you, you may file a complaint with the SEC at [www.sec.gov/oiea/Complaint.html](http://www.sec.gov/oiea/Complaint.html).