BULL RUN INVESTMENT MANAGEMENT
BRIM

CLIENT GUIDE

Bull Run and your advisor

Your financial advisor can use Bull Run Investment Management to manage part of your portfolio. This guide explains who we are, what we would own for you, how your account works at Charles Schwab, what you pay, and where you can see everything. Your advisor stays your advisor. Read it with them, and ask them anything.

In this guide: Who does what · The four strategies · What you own · Who manages it · Opening an account · What you pay · What you can see · Questions to ask

At a glance

Bull Run	Fee-only RIA, CRD 306763	Managed by	Chris Passarelli, founder and CEO
Your account	At Charles Schwab, in your name	You own	Each stock directly
Bull Run's fee	0.50% a year, billed quarterly	Advisor's fee	Set by your advisor
Minimum	$10,000 per account	First call	Your advisor

Who does what

Three firms work on your account. Each one has its own job.

Your advisor	Bull Run	Charles Schwab
Knows your full financial picture and your goals	Researches and picks the stocks	Holds your account in your name
Recommends the strategy and how much to put in it	Buys, sells and rebalances your account	Sends statements, trade confirmations and tax forms
Reviews your account with you	Explains the strategies to you and your advisor	Gives you online access at any time
Sets and bills its own fee	Bills its own 0.50% fee	Charges no commission on the trades the strategies use

Your advisor and Bull Run are separate firms. Each charges its own fee, and neither shares its fee with the other.

The four strategies

Each strategy starts with the industries whose sales are growing fastest, then owns the strongest companies in them. Your advisor helps you choose the one, or the mix, that fits you.

Strategy	What it owns	How it moves	Risk profile
Equity Innovation	The fastest-growing companies in industries whose sales are growing 20–25% a year.	The most growth and the largest swings of the four.	Aggressive
Equity Growth	The leading companies in the fastest-growing industries.	Rises and falls more than the market.	Moderate-Aggressive
Equity Core	The best companies in fast-growing industries, leaving out the most volatile, such as semiconductors.	Moves with the market.	Moderate
Equity Low Volatility	The strongest companies in industries whose sales hold up when the market falls.	The steadiest of the four.	Moderate-Conservative

Many clients hold more than one strategy, each in its own account at Schwab. Every strategy is measured against the S&P 500. Fact sheets with every stock: Innovation · Growth · Core · Low Volatility.

What you own

In a separately managed account, you own each stock directly, in your own Schwab account. In a mutual fund or an ETF, you own shares of a fund, and the fund owns the stocks.

You see everything. Every stock and every trade shows in your own account.

Your taxes depend on your account only. When a mutual fund sells holdings to pay investors who leave, the investors who stay owe tax on the gains, even in a year the fund lost money. Here, only trades in your account count.

Losses can be used. In a taxable account, a stock that is down can be sold to offset gains, even when the strategy is up overall.

When a fund fits better. Amounts under the $10,000 minimum, money inside a workplace 401(k), or if you want one simple holding. In an IRA, the tax points above do not apply. More: What an SMA is.

Who manages your money

Chris Passarelli is Bull Run's founder, Chief Executive Officer and Portfolio Manager. He has managed every Bull Run strategy since the firm began in 2019 and makes every buy and sell decision. Before Bull Run he was an investment analyst at Spectrum Financial and a commodity derivatives analyst at Morgan Stanley, and he worked in wealth management at TD Ameritrade. He holds a BS in finance from the University of Colorado Boulder.

Bull Run is fee-only. It is paid only by its clients' fees, never by commissions, and Chris has never been paid a commission on any financial product.

Opening an account

1. **Decide with your advisor.** Your advisor recommends a strategy or a mix, and which of your accounts should hold each one.
2. **Sign the paperwork.** You sign your advisor's agreement and Schwab's account forms. There is nothing separate to sign with Bull Run. Its Form ADV brochure is on bullrunim.com.
3. **Fund the account.** Money or investments move straight into your Schwab account. They never pass through Bull Run or your advisor.
4. **Bull Run invests it.** Bull Run buys the strategy's stocks and manages the account from then on. You do not need to do anything else.

What you pay

Two fees, each on its own line on your Schwab statement.

Cost	What it is
Your advisor's fee	Set by your advisor for their advice and planning. Ask them for the rate.
Bull Run's fee	0.50% a year on the account Bull Run manages, billed every three months on the account's average daily balance. On $100,000, that is $500 a year.
Fund expenses	Some strategies hold a small ETF with its own expense, usually 0.07% of the account or less. It comes out inside the fund. You are not billed for it.
Schwab	No commission on the stock and ETF trades the strategies use, and no account fee.

Bull Run charges nothing else: no setup fee, no performance fee and no fee to close an account. How Bull Run Reports Fees explains how returns are shown after fees.

What you can see

Your Schwab account. Holdings, trades, statements, confirmations and tax forms, online at any time.

Performance reports. Your advisor will show you where you will see them.

The full record. Bull Run publishes every daily return since January 2008 in one public dataset. The live returns come from real client accounts, taken straight from Black Diamond, the reporting system for accounts at Schwab, except one Low Volatility stretch in 2023–24 that is modeled. Your account holds the same stocks and trades at the same time as every other account in its strategy, so it should track the published returns closely. Results before each strategy's live date are backtested and labeled on the site. The record is not GIPS-verified; the source files are available on request.

Questions to ask your advisor

- Which strategy, or mix, fits my goals and how much risk I can take?
- Which of my accounts should hold each strategy?
- What will I pay in total each year, in dollars?
- How often will we review my account together?
- How do I take money out if I need it?

For you	What it is
What an SMA is	How owning the stocks directly works, with an interactive example.
The four strategies	All four side by side, with the risk models.
How Bull Run Reports Fees	What each fee view on the site takes out.
Schwab Security Guide	How Schwab protects your account and your logins.
Bull Run, client view	Bull Run's website, written for clients who work with an advisor.

Questions?

Start with your advisor. You can also reach Bull Run directly.

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