

AssetGrade, LLC Brochure Supplement

September 28, 2020

PATRICK R. COTE



This Brochure Supplement provides information about Patrick R. Cote that supplements the Disclosure Brochure of AssetGrade, LLC (hereinafter "AssetGrade"), a copy of which you should have received. Please contact AssetGrade's Chief Compliance Officer if you did not receive the Disclosure Brochure or if you have any questions about the contents of this Brochure Supplement. Additional information about Patrick R. Cote is available on the SEC's website at www.adviserinfo.sec.gov.

AssetGrade, LLC, a Registered Investment Adviser
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www.assetgrade.com

Item 2. Educational Background and Business Experience

Born 1969

Post-Secondary Education

University of Pennsylvania | M.B.A., Finance | 1997
McGill University | B.C., Economics and Finance | 1992

Recent Business Background

AssetGrade, LLC | Founding Partner | August 2013 – Present
Fidelity Investments | Vice President | May 2003 – May 2013

Professional Designations:

Patrick R. Cote holds the professional designations of CFP® - Certified Financial Planner and Chartered Financial Analyst (“CFA”)

CFP® - Certified Financial Planner

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

Education: Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.

Examination: Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances.

Experience: Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

Ethics: Agree to be bound by CFP Board's *Standard of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- i. Continuing Education – complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with the developments in the financial planning field; and
- ii. Ethics – renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

CFA – Chartered Financial Analyst

The Chartered Financial Analyst charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute – the largest association of investment professionals.

There are currently more than 90,000 CFA charter holders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards: The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charter holders to:

- Place their clients' interests ahead of their own;
- Maintain independence and objectivity;
- Act with integrity;

- Maintain and improve their professional competence; and
- Disclose conflicts of interest and legal matters

Global Recognition: Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charter holders – often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their finance courses.

Comprehensive and Current Knowledge: The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession. To learn more about the CFA charter, visit www.cfainstitute.org.

Item 3. Disciplinary Information

AssetGrade is required to disclose information regarding any legal or disciplinary events material to a client's evaluation of Patrick R. Cote. AssetGrade has no information to disclose in relation to this item.

Item 4. Other Business Activities

AssetGrade is required to disclose information regarding any investment-related business or occupation in which Patrick R. Cote is actively engaged. AssetGrade has no information to disclose in relation to this item.

Item 5. Additional Compensation

AssetGrade is required to disclose information regarding any arrangement under which Patrick R. Cote receives an economic benefit from someone other than a client for providing investment advisory services. AssetGrade has no information to disclose in relation to this item.

Item 6. Supervision

Susan Powers, Chief Compliance Officer, is generally responsible for supervising Patrick R. Cote's advisory activities on behalf of AssetGrade. Susan Powers can be reached at (404) 720-8220.

AssetGrade supervises its personnel and the investments made in client accounts. AssetGrade monitors the investments recommended by Patrick R. Cote to ensure they are suitable for the particular client and consistent with their investment needs, goals, objectives, and risk tolerance, as well as any restrictions previously requested by the client. AssetGrade periodically reviews the advisory activities of Patrick R. Cote, which may include reviewing individual client accounts and correspondence (including emails), sent and received by Patrick R. Cote.