

Falcon Capital Management, Inc. – Form CRS

Falcon Capital Management, Inc. (“we”, “our” or “us”) is registered with the U.S. Securities Exchange Commission (“SEC”) as an investment adviser. Our services and compensation structure differ from that of a registered broker-dealer. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS. The site also provides educational materials about broker-dealers, investment advisers and investing. Information in text boxes below are intended to be conversation starters for you to have with us and are required by the instructions to Form CRS.

What investment services and advice can you provide me?

We provide discretionary investment management services and make available financial planning and consulting services to individuals and their trusts and estates (our “retail investors”).

We manage client’s portfolio based on their investment objectives and other special circumstances. As part of our services, we monitor clients’ portfolios periodically and make changes as deemed necessary.

We typically manage portfolios on a discretionary basis, which means we have the authority to buy and sell investments in your account without speaking to you prior to doing so. You can place reasonable restrictions on the securities that we buy by notifying us, in writing.

We do not limit the scope of the universe of securities that we use in managing client accounts, and may use equity securities, fixed income securities, mutual funds and exchange traded funds (ETFs).

We typically have a \$100,000 minimum asset level for our retail investors although we reserve the right to accept a prospective client who engages us to manage less than this amount.

For more detailed information about our Advisory Business and the Types of Clients we generally service, please See Items 4 and 7, respectively in our Form ADV Part 2A (www.adviserinfo.sec.gov).

<i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i>
<i>How will you choose investments to recommend to me?</i>
<i>What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?</i>

What fees will I pay?

We provide services and receive fees only from you. We don’t accept any payments or commission from any third parties. Our investment advisory fee is based on a percentage of your assets under our management.

We either deduct our fee from one or more of your investment accounts or bill you for our services on a quarterly basis, in advance. Because our fee is based on the amount of your assets under our management, the more assets you entrust us to manage, the more you will pay us for our services. Therefore, we have an incentive to encourage you to increase the amount of assets that you entrust to us.

Your account will be held with a qualified custodian. Your assets may be invested in a combination of cash, stocks, bonds, mutual funds and ETFs. Mutual funds and ETF’s charge internal management fees and expenses (of which we do not partake). You will bear your pro rata share of the investment management fees which are disclosed in the prospectus. These fees are in addition to the fees you pay us. . We strive to act in your best interest and take into consideration the fee structure of mutual funds and ETF’s that we select for your account. . We are happy to clarify the distinction of these fees so that you understand the cost structure to you. 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.

A copy of our Part 2A is available at: www.adviserinfo.sec.gov

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?

For more detailed information about our fees and costs related to our management of your account, please See Item 5 in our Form ADV Part 2A(www.adviserinfo.sec.gov) .

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we 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). Here are some examples to help you understand what this means:

* We may recommend a custodian from whom we receive support services. We generally recommend Schwab and TD Ameritrade because of their operational (?) support (trading, technology and compliance), research and customer service. Notwithstanding, our receipt of their support and the support they provide to our clients make us more inclined to continue using and recommending them.

* (If it is in your best interest,)We may recommend rollovers out of employer-sponsored retirement plans and into Individual Retirement Accounts that we would manage. Increasing the amount of assets we manage will increase our compensation.

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

For more detailed information about our conflicts of interest, please review Item 4, 11 and 12 of our Form ADV Part 2A (www.adviserinfo.sec.gov).

How do your financial professionals make money?

Our financial professionals are compensated on a salary basis. Our President is the sole equity owner of the firm and stands to receive the profits of the firm. This structure incentivizes him to recommend that you place additional assets under our management.

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.

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

Additional information about our firm is 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 Form ADV Part 2A or our *relationship summary*. Our Chief Compliance Officer may be reached by phone at 203-834-1404.

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?