

Form CRS

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NorthStar Asset Management, Inc. (“NorthStar” or “we”) is an investment adviser registered with the Securities and Exchange Commission. We are not a broker-dealer and services provided and fees charged by broker-dealers are different, as such it is important that you understand the difference. Free and simple tools to research firms and financial professionals are available at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What Investment Services and Advice Can You Provide Me?

We offer investment advisory services to retail investors using a unique approach to investing for social change. The principal investment advisory services we provide are described below.

Investment Management Clients	We maintain discretionary authority over these accounts. We research, select, and monitor the investments held in each account in accordance with the NorthStar buy list and other factors.
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We provide investment advice across regions, economic sectors, and asset classes and continuously monitor such investments. While we do not adhere to any general, express restrictions on investment, there are certain companies and industries in which it is unlikely that we will invest. Additional information on our investment services may be located in our **ADV Part 2A, Items 4, 7, and 8**.

While a minimum amount of assets is not required to establish an account with us, we prefer to accept Investment Management clients with portfolios greater than \$5,000,000.

<p>Conversation Starters:</p> <ul style="list-style-type: none"> • 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?

What Fees Will I Pay?

Investment Management charged a management fee of 1% of assets under management for assets up to \$1,000,000, 0.9% for assets above \$1,000,000 through \$5,000,000, and 0.75% for assets above \$5,000,000. Fees are negotiable for assets above \$25,000,000. Fees charged to charitable organizations and aggregated accounts for families may be separately negotiated. It is possible that some clients may pay more or less than other clients for the same service. The more assets that a retail investor maintains in its accounts with NorthStar, the higher the management fee that we will receive. Therefore, we have an incentive to encourage investors to increase the assets in their accounts.

Management fees for Investment Management clients are assessed in arrears at the end of each calendar quarter and are based on the entire value of the client’s accounts managed or advised by NorthStar. In addition, any NorthStar clients who participate in a “wrap fee” program will be charged a separate fee by their custodian as described in a wrap fee brochure from their custodian.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount you make on your investments over time. Please make sure you understand what fees and costs you are paying.

What Are your Standards of Conduct?

Conversation Starter:

- 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?

When we act as your investment adviser, we have to act in your best interest and not put our interests ahead of yours. However, the way we invest may create some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. For example, we receive fees from your account whether or not your account increases in value.

Conversation Starter:

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

Additional information on these topics can be found in our **Form ADV Part 2, Items 5, 6, and 11.**

How Do Your Financial Professionals Make Money?

Our financial professionals are compensated through a salary and bonus based on the financial health of NorthStar. Julie Goodridge, as the sole owner of NorthStar, is compensated through a fixed salary and is entitled to profits from the business.

Conversation Starter:

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

Do You or Your Financial Professionals have Legal or Disciplinary History?

Neither NorthStar nor any of our financial professionals have been involved in any legal or disciplinary events. You may visit Investor.gov/CRS for a free tool to research NorthStar or any of our financial professionals.

Conversation Starter:

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

If you have any questions about our investment advisory services, or desire a hard copy of this Relationship Summary, please contact us at (617) 522-2635.