



## **FORTUNE ADVISORY SERVICES**

### **Form ADV Part 2A Firm Brochure**

987 E 94<sup>TH</sup> ST  
BROOKLYN NY 11236  
O 646-461-9936  
M 347-206-3010  
rfortune@fortuneadvisoryllc.com  
www.fortuneadvisoyllc.com  
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This brochure provides information about the qualifications and business practices of FORTUNE ADVISORY SERVICES.

If you have any questions about the contents of this brochure, please contact us at 347-206-3010.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Registration does not imply a certain level of skill or training.

Additional information about FORTUNE ADVISORY SERVICES also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## **Item 2 Material Changes**

NO MATERIAL CHANGES

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## **Item 4 Advisory Business**

- FORTUNE ADVISORY SERVICES is an asset and wealth management firm providing services to individuals, High Net Worth Individuals and small businesses. Our principal owner is ROBERT FORTUNE.
- We believe the best way to build wealth is to have a long-term approach. Through fundamental analysis, pragmatically, we pick securities that we believe their economic value will grow no matter what business cycle the economy is in. Our focus is solely based on equities, indexes, ETF's and bonds, mainly of US companies.
- There are no commission charges or mark-ups. Our assets under management as of March 2019 is \$500,000.00
- Advisory services we offer include portfolio management of stocks, index funds, ETF's and Bonds of US companies.
- Each client's advice will be tailored towards their individual risk tolerance. Each client will be run through a wealth management questionnaire and financial fact finder to determine risk tolerance as well as liquidity needs & financial goals. We will gather data to create a living document that we will review with each client at minimum once a year to determine if goals set are being met and/or goals have changed.
- Clients may have restrictions of securities they wish to not invest in.
- Method of calculation assets under management is clients' portfolio value (market value of securities plus cash and cash equivalents).

## **Item 5 Fees and Compensation**

- Fees will be deducted directly from clients account with prior notification sent to the custodian. An invoice can be sent to clients if requested. Otherwise fee will be disclosed via custodial statement.
- Fees are charged at the start of each quarter (January 1<sup>st</sup>, April 1<sup>st</sup>, July 1<sup>st</sup> & October 1<sup>st</sup>), 0.375% will be deducted of the portfolio value – paying a total amount of 1.5% non-negotiable advisory fees yearly.
- In the event that this Agreement is terminated as of any time other than the end of a quarter, the Client will receive a pro-rated refund for days remaining in said termination quarter. For example, Client terminates contract with X days remaining in quarter, Client will receive refund for remaining X days. Quarterly prepaid fee will be converted to daily figure and multiplied by said X days to calculate refund.
- Other fees will include transaction fees for trading with CUSTODIAN.
- Other fees include expense ratio for ETF's & MUTUAL FUNDS that are purchased.
- There are no commission charges or mark-ups.

## **Item 6 Performance-Based Fees and Side-By-Side Management**

We do not charge Performance-Based Fees

## **Item 7 Types of Clients**

- Individuals
- High Net Worth Individuals
- Small Businesses
- Other businesses (not institutional)

## **Item 8 Methods of Analysis, Investment Strategies and Risk of Loss**

We believe the best way to build wealth is to have a long-term approach. Through fundamental analysis, pragmatically, we pick securities that we believe their economic value will grow no matter what business cycle the economy is in. Our focus is solely based on equities, funds, ETF's and bonds, mainly of US companies.

We highlight the relationship between various world events and historical market performance. Use of richly detailed visuals (Andex Charts) presents the growth of five major asset classes and inflation since 1926. Also plotted on the images are more than 50 historical economic, political, and social events. This in-depth perspective helps advisors set appropriate risk and return expectations with clients.

The Andex Chart illustrates the growth of \$1 invested in U.S. and global markets since 1926. Six indexes pictured include U.S. small stocks, U.S. large stocks, government bonds, fixed-term investments, Treasury bills, and inflation.

Provides detailed context for market downturns and recoveries, including U.S. presidencies, wars, employment rates, commodity prices, minimum wage, recessions, droughts, historic political events, and more. This in-depth analysis also highlights annual net asset fund flows for U.S. stock, international stock, and taxable bond funds in the past 20 years.

Investing in securities involves risk of loss that clients should be prepared to bear.

Investments:

- Are not guaranteed by any Bank or any other Financial Institution
- Are Not Deposits
- May Lose Value



## **Item 9 Disciplinary Information**

Fortune Advisory Services or any of its' management advisors have not been involved in any legal or disciplinary events.

## **Item 10 Other Financial Industry Activities and Affiliations**

We are not affiliated with any Broker Dealers and/or Other Financial Industry Activities.  
Robert Fortune is licensed to sell insurance. Insurance will only be offered in states where individual is properly licensed.

This creates no conflict of interest with regards to investment advisory business.

## **Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

At Fortune Advisory Services, we act as a fiduciary. We make investment decisions for your best interests on your behalf. We do not earn commission on trading. Client transactions are top priority before any personal trading occurs. Investing in the same securities that we recommend to clients may cause conflicts of interest, however, we address these conflicts of interest by placing trades for our clients first before our own, in that case our clients always get favorable prices.

Our Code of Ethics are to: (copy will be provided upon request)

- Act with integrity, competence, diligence, and respect and in an ethical manner with the public, clients, prospective clients and other participants in the global capital markets.
- Place the integrity of the investment profession and the interests of clients above their own personal interests.
- Use reasonable care and exercise independent professional judgment when conducting investment analysis, making investment recommendations, taking investment actions, and engaging in other professional activities.
- Practice and encourage others to practice in a professional and ethical manner that will reflect credit on themselves and the investment industry.
- Promote the integrity and viability of the global capital markets for the ultimate benefit of society.
- Maintain and improve their professional competence and strive to maintain and improve the competence of other investment professionals.

## **Item 12 Brokerage Practices**

- Clients will have as custodian, Pershing LLC. Back office services through SSG (Shareholders Service Group)
- In best practices to protecting our clients from higher fees and less favorable prices, we do not suggest our clients to call their broker dealers to place transactions.
- We do not have soft dollar arrangements with any broker dealer.
- We may have the option to aggregate orders for clients though each client will have their own separate account. As a result of aggregating, transaction costs can be lower per client and each client will pay their respective dollar per trade.
- Advisor is not affiliated with the brokerage firm. Broker does not supervise the advisor, its agents or activities.
- If a copy of the Firm Brochure is not provided prior to 48 hours of signed contract, Client will have 5 days to cancel contract with no penalty.

### **Item 13 Review of Accounts**

- Accounts are reviewed periodically by our Chairman, Robert Fortune three to four times a week to make sure clients objectives and goals are aligned.
- Headline news that includes securities within clients' account(s) will be sent to clients to keep them updated on market activities.
- Any reports sent to clients will be proprietary reports written by Fortune Advisory Services.

## **Item 14 Client Referrals and Other Compensation**

We are only compensated based on advisory fees of assets we manage for our clients. We do not have solicitation arrangements with any outsiders nor do we compensate any others for client referrals.

## **Item 15 Custody**

We will have limited custody of clients funds as a result of direct fee deduction. Clients will give authority through Advisory Agreement for sole purpose of transacting buy & sells as well as deduction of quarterly advisory fee. Clients will receive statements from the qualified custodian (Pershing LLC) and should carefully review the statements. Clients may contact us upon any question they have regarding their statements.

Advisor is not affiliated with the custodian. The custodian does not supervise the advisor, its agents or activities.

## **Item 16 Investment Discretion**

We will not have discretion of clients account. This does not allow us to decide the amount to be invested, the security and whether it is to be purchase or sold. Clients may place unsolicited orders by contacting us via email, letter to office address and phone provided.



## **Item 17 Voting Client Securities**

Clients will receive their proxies or other solicitations directly from their custodian and can contact us with questions about any solicitation.

## **Item 18 Financial Information**

For Adviser's services, Client will prepay a management fee (1.5% annually) based on the market value of the account on the 1st of each quarter, unless otherwise agreed to in writing by both parties. Adviser's fees are in addition to any transaction fees paid to a mutual fund network and fees assessed by the mutual funds in which the Account is invested, as well as any other costs associated with the purchase, sale or holding of securities and other assets such as custody fees, interest, all applicable taxes, and other Account expenses including unforeseen and/or extraordinary expenses relating to the management and maintenance of the Account.

## **Item 19 Requirements for State-Registered Advisers**

- A.** Robert Fortune founded Fortune Advisory Services in 2017. Fortune graduated from CUNY Baruch College in 2006 with a degree in Bachelor's Business Administration in Marketing and Advertising. Upon graduation, Fortune worked for JPMorgan Chase Bank in Retail & Wealth Management for 5 years where he provided client support to Financial Advisors and Relationship Managers. After which, Fortune became a broker with Legend Securities where he passed the FINRA Series 7 examination and quickly picked up on the skills required to be successful in the industry while managing his own book of business from clients across the US. After which he spent 5 more years at HSBC Securities INC managing a book of business north of \$7,000,000 and passed his FINRA Series 65 examination. His passion for investing started when he started at JPMorgan Chase and saw the impact his knowledge imparted on his client. From then, Fortune felt his purpose in life was to combine his passion of investing by working with people to service them and helping them reach their financial goals and obtain financial freedom.
- B.** See Item 4 of ADV Part 2B.
- C.** The firm does not charge performance based fees.
- D.** The firm or any management person have not been involved in any arbitrations or involved in any civil, self-regulatory, or administrative proceedings.
- E.** The firm or any management person does not have a relationship or arrangement with any issuer of securities.

## **Part 2B of Form ADV: Supplemental Information**

Robert Fortune  
Owner/Portfolio Manager/CCO  
Fortune Advisory Services LLC  
987 E 94<sup>th</sup> St Brooklyn NY 11236  
Phone: 3472063010  
Email: [rfortune@fortuneadvisoryllc.com](mailto:rfortune@fortuneadvisoryllc.com)  
Website: [www.fortuneadvisoryllc.com](http://www.fortuneadvisoryllc.com)

This Brochure Supplement provides information about Robert Fortune that supplements the Fortune Advisory Services LLC Brochure. You should have received a copy of that Brochure. Please contact Robert Fortune if you did not receive said Brochure or if you have any questions about the contents of this supplement.

Additional information about Robert Fortune is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Item 2- Educational Background and Business Experience**

Robert Fortune, Age 36  
Education: Bernard Baruch College B.A.S. Marketing & Advertising 2006  
Kingsborough C.C. A.A.S. Business Administration 2001  
Business Background:  
Fortune Advisory Services LLC, Owner/Portfolio Manager 2017-Present  
HSBC Securities Inc. Financial Advisor 2012-2017  
Legend Securities Inc. Broker 2010-2011  
JPMorgan Chase Bank Banker 2006-2010

### **Item 3- Disciplinary Information**

Robert Fortune has no disciplinary history to disclose.

### **Item 4- Other Business Activities**

Robert Fortune participates in other business activities other than investment management. Items listed below are not a substantial source of income or time but do add value to potential clients.

Credit repair- provide education on proper credit management and use.

Budget services- provide education on how to properly manage income and expenses to achieve goals.

Insurance sales (Life Health & Disability)- provide education and products to satisfy clients insurance needs such as income & family protection.

Annuity sales (Fixed & Variable)- some clients have a need for guaranteed returns outside of volatility of the investment markets. Provide information & education on what those options are in regards to annuities.

### **Item 5- Additional Compensation**

NONE

### **Item 6 – Supervision**

Robert Fortune is Fortune Advisory Services LLC's principal, owner and sole investment advisor representative.

Robert Fortune is solely responsible for supervision of the services and advice provided to clients and is also responsible for ensuring that Fortune Advisory Services LLC is adhering to the fiduciary duties owed to its clients.

## **Item 7- Requirements for State-Registered Advisors**

A. Mr. Fortune has not been involved in/with, or been accused nor found liable for any of the following:

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- (a) an investment or an investment - related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

2. An award or otherwise being found liable in a civil, self - regulatory organization, or administrative proceeding involving any of the following:

- (a) an investment or an investment - related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

B. Mr. Fortune has not been the subject of a bankruptcy petition.