

Ardent Capital Management, Inc.

Form CRS Customer Relationship Summary
Form ADV Part 3
June 30, 2020

<p>Introduction</p>	<p>Ardent Capital Management (Ardent Capital) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.</p>
<p>What investment services and advice can you provide me?</p>	<p>Ardent Capital Management, Inc. provides investment advisory services to individuals, pension and profit sharing plans, trusts, charities and business entities. With your permission (discretionary authority), we determine the securities or other assets to purchase or sell in your account; can request that checks be remitted to you at your address of record; and with your consent deduct advisory fees from your account(s). Services offered on a discretionary basis mean that you will provide us with written authority to trade your account for you without contacting you prior to making investments. Our investment advisory services invest in publicly traded securities. We do not trade commodities or illiquid securities. We do not custody or take possession of your assets. We generally require a minimum investment of \$3,000,000 to open an advisory account but reserve the right to waive this minimum when we deem appropriate.</p> <ul style="list-style-type: none"> • We regularly monitor your accounts. You will receive an annual performance report. This report includes a performance analysis of client's total portfolio, as well as an analysis of each of the appropriate components of the portfolio. In addition, monthly statements of account will be provided by the custodian, reflecting all activity in the client account for the period. • As a fiduciary, we are bound by law to act in your, the client's, best interest. Unlike banks and brokerage firms, we do not sell insurance or financial products that charge a commission resulting in additional costs. Our firm provides fee-based investment services. • Meeting our fiduciary responsibility involves knowing your specific financial needs and goals as well as understanding your risk tolerance. Additionally, we provide basic financial planning on an as needed basis <p>For additional information, please see our Form ADV, Part 2A brochure (Items 4 and 7 of Part 2A or Items 4.A.) A copy may be requested at any time.</p> <p>Conversation Starters. Ask your financial professional—</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?
<p>What fees will I pay?</p>	<p>Ardent Capital's fees are based on a percentage of the value of assets in your account (asset-based fee) for which we provide investment advisory services. Investment management fees are billed quarterly in arrears, meaning we bill you at the end of the three-month billing period (calendar quarter). A general fee schedule for discretionary investment management services is included in our Form ADV 2A item 5.</p> <p>Ardent Capital's fees are exclusive of brokerage commissions, transaction fees, custodial fees, exchange fees, SEC fees, transfer taxes, wire transfer, electronic fund fees, and other related costs and expenses which are incurred by the client from custodians or brokers.</p> <p>You will pay fees and costs (brokerage, custody and the above) 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</p>

	paying.
	<p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • 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?
<p>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?</p>	<p>When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money 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. Here are some examples to help you understand what this means:</p> <ul style="list-style-type: none"> • Proprietary Products: We serve as the general partner or are affiliated with one or more private funds (private pooled investment vehicles) in which you may be solicited to invest that are issued, sponsored or managed by our firm or our affiliates. We have a financial incentive to recommend such proprietary investments. • Private Fund Affiliation: We serve as the general partner or are affiliated with one or more private funds (private pooled investment vehicles) in which you may be solicited to invest. Our Company, certain members of its management, and other knowledgeable employees may acquire, directly or indirectly, investment interests in our fund or have other financial interests (e.g. General Partner, Officers, Board Members, etc.) in the funds. This presents a conflict of interest because we have investments and/or are compensated by the private funds. <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • How might your conflicts of interest affect me, and how will you address them? <p>For additional information, please see our Form ADV, Part 2A brochure and other applicable documents.</p>
<p>How do your financial professionals make money?</p>	<p>Our employees are salaried positions. The financial success of the firm benefits all employees. No employee nor the firm receives commissions, gifts, or incentives for investments made in clients' accounts. No employee of the firm is compensated based on the amount of client assets they service or the time and complexity required to meet a client's needs.</p>
<p>Do your financial professionals have legal or disciplinary history?</p>	<p>No. Ardent Capital has not been subject to any disciplinary events by regulators nor is it a party to any legal events material to client evaluation of our advisory business. You can visit www.Investor.gov/CRS for free and simple search tools to research us and our financial professionals.</p> <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • As a financial professional, do you have any disciplinary history? For what type of conduct?
<p>Additional Information</p>	<p>For additional information about our services, please visit our website www.ardentcm.com, you may call us at 513-831-9393. If you would like additional, up-to-date information or a copy of this disclosure, please call 513-831-9393 or email info@ardentcm.com. If you have concerns you may call Christopher Donabedian, President, 513-831-9393.</p> <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • 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?