

Introduction

Versant Capital Management, Inc. (“Versant,” “we,” “us,” or “our”) is registered with the U.S. Securities and Exchange Commission (“SEC”) as an investment adviser. Investment advisory and brokerage services and fees differ. It is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, providing educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We provide investment advisory services, including discretionary and non-discretionary investment management, comprehensive wealth management, family office services, financial planning, and consulting services to high-net-worth individuals and their related entities (e.g., trusts, estates), pension and profit-sharing plans, charitable organizations, corporations, and business entities (our “retail investors”).

When a retail investor engages us to provide investment management services, we shall monitor, on a continuous basis, the investments in the accounts over which we have authority as part of our investment management service. Furthermore, when engaged on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade, and allocate the investments within your account(s) consistent with your investment objectives. Our authority over your account(s) shall continue until our engagement is terminated. We offer investment management, financial planning, and consultation services as part of our standard investment advisory engagement. However, we may be engaged to provide financial planning or consulting services on a separate fee basis. We do not limit the scope of our investment advisory services to proprietary products or a limited group or type of investment. While we do not require our investment advisory retail investors to maintain a minimum asset level, a minimum account size of \$4,000,000 is typically required for comprehensive wealth management services and family office services. We may reduce or waive this minimum at our discretion.

For more detailed information about our Advisory Business (Item 4) and Types of Clients (Item 7), refer to our ADV Part 2A Brochure.

Ask your financial professional these important questions:

- 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?

We provide our investment advisory services on a fee-only basis. When engaged to provide investment management services, we will charge a fee based upon a percentage of the market value of your assets under our management (our “AUM Fee”).

We typically deduct our AUM Fee from one or more of your accounts in arrears on a quarterly basis. Because our AUM Fee is calculated as an asset-based fee, the more assets you have in your advisory account, the more you will pay us for our investment management services. Therefore, we have an incentive to encourage you to increase the assets maintained in the accounts we manage. Our Financial Planning and Consulting fees are negotiable. However, they are generally between \$400 and \$800 on an hourly rate basis. Our consulting services may be offered on a fixed-fee basis that shall be mutually agreed upon before commencing the engagement.

The services provided to family office clients are tailored to each client’s unique needs. Accordingly, fee arrangements are determined based on the scope and complexity of the agreed-upon services. Versant provides a customized fee quote based on the client’s specific requirements. All fees are agreed upon before entering into a contract.

Other fees and costs

Your investment assets will be held with a qualified custodian. Custodians generally charge brokerage commissions and/or transaction fees for effecting certain securities transactions. In addition, relative to all mutual fund and exchange-traded fund purchases, certain charges will be imposed at the fund level (e.g., management fees and other fund expenses).

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

Ask your financial professional how fees and costs might affect investments:

- 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 how much will be invested for me?

For more detailed information about Fees and Compensation (Item 5), refer to our ADV Part 2A Brochure.

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 must act in your best interest and not put our interests 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 that means. We may recommend a particular custodian to custody your assets, and we may receive support services and/or products from that same custodian, certain of which assist us to better monitor and service your account, while a portion may be for the benefit of our firm.

For more detailed information about our conflicts of interest, refer to our ADV Part 2A Brochure.

Ask your financial professional about conflicts of interest:

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

How do your financial professionals make money?

Our financial professionals are generally compensated on a salary basis. However, some of our financial professionals, on an individual basis, may receive a performance bonus from time to time. You should discuss your financial professional's compensation directly with them.

Do you or your financial professionals have a legal or disciplinary history?

No. We encourage you to visit www.investor.gov/CRS to research our Firm and our financial professionals.

Ask your financial professional about their legal and regulatory history:

- As a financial professional, do you have any disciplinary history?
- 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 ADV Part 2A or our relationship summary. Our Chief Compliance Officer can be reached by phone at (602) 635-3760.

A copy of our ADV Part 2A Brochure is available at: <https://adviserinfo.sec.gov/firm/summary/131692>.

Ask your financial professional about their chief compliance officer:

- Who is my contact person? Are they 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?