

Strategic Marketing Solutions Ltd., LLC
 Customer Relationship Summary
 January 12, 2021

Strategic Marketing Solutions Ltd., LLC (“SMS,” “we,” “us,” or “our”) is registered as a broker-dealer with the Securities and Exchange Commission (“SEC”) and the Financial Industry Regulatory Authority (“FINRA”). Brokerage and investment advisory services and fees differ. It is important for you to understand those 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.

What investment services and advice can you provide me?

We only offer True Green Capital private funds (“TGC Funds”). The TGC Fund are advised by True Green Capital Management LLC (“TGC”). We act as a placement agent for TGC Funds, market the TGC Funds and help ensure that potential investors can invest in the TGC Funds. Each TGC Fund has its own investment minimums, as disclosed in its private placement memorandum or other offering documents.

We do not maintain customer accounts, or custody or safekeep funds or securities for investors in the TGC Funds. You make the decision to buy or sell an interest in a TGC Fund without a recommendation from us. Because we do not make recommendations, you should consult with your financial and legal professionals before deciding to invest in a TGC Fund. We do not monitor your investments in any TGC Fund.

For information about how to learn more about us, see the Additional Information section below.

***Conversation Starters** - Here are some questions you can use to start a conversation with your financial professional:*

- *Given my financial situation, should I choose a brokerage 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?

The TGC Funds pay SMS a 1% fee on the amount you agree to invest and TGC pays SMS a monthly retainer. The 1% fees that TGC Funds pay to SMS when you invest in a TGC Fund is offset against, and as a result reduces, the amount of the management fee that TGC Funds pay to TGC. Because we are paid when you invest in TGC Funds, we have an incentive to market and promote TGC Funds. You will not pay additional fees or charges to us.

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.

For information about how to learn more, see the Additional Information section below.

***Conversation Starters** - Here are some questions you can use to start a conversation with your financial*

professional:

- *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?*

What are your legal obligations to me when providing recommendations? How else does your firm make money and what conflicts of interest do you have?

We **do not** provide recommendations. 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 services we provide you. Here are some examples to help you understand what this means:

- We only market TGC Funds, which, with TGC, pay us fees and reimburses our overhead expenses. Therefore, we have an incentive to market and promote TGC Funds.
- Individuals who are associated with us also provide non-sales services to TGC Funds, which pays them directly for these services.

Conversation Starters - *Here is a question you can use to start a conversation with your financial professional:*

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

For information on how to learn more about us, see the Additional Information section below.

How do your financial professionals make money?

SMS financial professionals are paid the fees SMS earns from the TGC Funds and from TGC. The TGC Funds also pay them directly for their non-sales services for TGC Funds.

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

No. Visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research us and our financial professionals.

Conversation Starters - *Here is a question you can use to start a conversation with your financial professional:*

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

Additional Information

The information in this Relationship Summary is summary in nature and is provided to comply with the SEC's Form CRS disclosure requirements. **To learn more about SMS, or to request an up-to-date copy of this Relationship Summary, please call us at 1-415-389-9401 or visit [Investor.gov/CRS](https://www.investor.gov/crs).**

Conversation Starters - *Here are some questions you can use to start a conversation with your financial professional:*

- *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?*