

Item 1. Introduction	
<p>WisCap is registered with the U.S. Securities and Exchange Commission (“SEC”) as an investment adviser; registration does not imply a certain level of skill or training. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple tools are available to research financial firms and professionals at investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.</p>	
Item 2. Relationships and Services	
<p>What investment services and advice can you provide me?</p> <p>Services: We provide discretionary investment advisory services to individual investors, model portfolios and mutual funds, based on the specific needs and objectives of each client. Client assets are managed through individually managed accounts, proprietary mutual funds (the Plumb Funds), model portfolio services and wrap fee programs where a client engages us indirectly through the wrap program sponsor (typically, a third-party broker or bank). Our investment portfolios are diversified across various styles and strategies, and can consist of any combination of securities, including mutual funds, exchange-traded funds (“ETFs”), individual equity and fixed income securities, and/or other investments.</p> <p>Monitoring: As part of our standard service, we conduct reviews of client account objectives, asset class exposures, and risk tolerance parameters continuously. We also perform periodic reviews of clients’ accounts, including their holdings, for whether recommended transactions continue to be consistent with the client’s objectives.</p> <p>Investment Authority: We maintain discretionary authority in managing all client assets; as such, we make all decisions regarding investments made within the client’s account subject to reasonable restrictions as requested by clients as well as investment guidelines as agreed upon between us and the client.</p> <p>Limited Investment Offerings: We sponsor and serve as investment adviser to the Plumb Funds. Our clients may choose to provide us with the flexibility to invest their portfolios in the Plumb Funds, supplementing with other mutual funds or ETFs and individual securities for sectors not covered by the Plumb Funds or for other portfolio considerations.</p> <p>Account Minimums: Our minimum account size for new clients is \$2 million.</p> <p><i>For additional information, please see Items 4-7 and 13 of our Form ADV Part 2A available at www.wiscap.com.</i></p>	<p>You are encouraged to ask us:</p> <ul style="list-style-type: none"> • <i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i> • <i>How will you choose investments to recommend to me?</i> • <i>What is your relevant experience, including your licenses, education, and other qualifications?</i> • <i>What do these qualifications mean?</i>
Item 3. Fees, Costs, Conflicts and Standard of Conduct	
<p>What fees will I pay?</p> <p>Principal Fees and Costs: We are generally compensated for investment management services as a percentage of assets under management. We apply a graduated standard fee schedule for clients working directly with us, with fees ranging from 60 to 100 basis points for assets managed. Our standard fee schedule is negotiable based on various factors such as the type of account and securities managed, services requested by the client and the nature of trading volume. Clients engaging our services via a wrap fee program do not pay us directly; rather, they pay the wrap fee sponsor (generally a broker-dealer or a bank) a fee for bundled services, typically including brokerage, advisory, research, custody and management services. These fees and the scope of services provided by the wrap fee program sponsor are outside of our control and are likely to be higher than fees paid directly to us by clients who directly engage us for investment management services. The Plumb Funds pay us a fee based on assets managed as described within the prospectus. Our fee structures provide incentives for us to strive to increase the total returns of our managed accounts, which presents an inherent conflict we address by following a disciplined investment management process based on investment objectives agreed to by you.</p> <p>Description of Other Fees and Costs: You will incur separate custodian, brokerage, and transaction costs. Custodian fees are negotiated between you and your custodian. In addition, fund expenses charged by mutual funds and ETFs held within your</p>	<p>You are encouraged to ask us:</p> <ul style="list-style-type: none"> • <i>Help me understand how these fees and costs might affect my investments.</i> • <i>If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?</i>

<p>portfolio are in addition to our fee. <i>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.</i> For more information, please visit and see Items 4-6 of our Form ADV Part 2A, available at www.wiscap.com.</p>	
<p><i>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?</i> <i>Standard of Conduct/Conflicts of Interest:</i> 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 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.</p> <ul style="list-style-type: none"> • We generally charge based on a percentage of assets under management, and we earn fees as adviser to the Plumb Funds, meaning we are incentivized to increase assets within client accounts (we do not charge clients a separate investment management fee for assets held within the Plumb Funds). • We receive research services from broker-dealers that we believe benefit all clients by directing client commissions to the broker-dealers. These “soft dollar” arrangements allow us to access research services without paying for them directly. • WisCap personnel offer management consulting services to other businesses, though not the type of companies WisCap considers for client investment purposes. The time spent on this service is de minimis (less than 5% of WisCap’s time). <p><i>For information on conflicts of interest, see Items 4, 9, 10, 12 and 14 of our Form ADV Part 2A, available at www.wiscap.com.</i></p>	<p>You are encouraged to ask us:</p> <ul style="list-style-type: none"> • <i>How might your conflicts of interest affect me, and how will you address them?</i>
<p><i>How do your financial professionals make money?</i> Our financial professionals are paid a base salary with periodic bonuses as determined by management based on firm profitability and individual performance. Financial professionals with equity ownership participate with the profitability of the firm.</p>	
<p>Item 4. Disciplinary History</p>	
<p><i>Do you or your financial professionals have legal or disciplinary history?</i> No, WisCap has not been subject to any disciplinary events by regulators or named as a party to any legal events that are material to client evaluation of our advisory business. You can visit Investor.gov/CRS for free and simple search tool to research us and our financial professionals.</p>	<p>You are encouraged to ask us:</p> <ul style="list-style-type: none"> • <i>As a financial professional, do you have any disciplinary history? For what type of conduct?</i>
<p>Item 5. Additional Information</p>	
<p>If you have any questions about our investment advisory services or if you wish to request a paper copy of this Customer Relationship Summary, please contact us at info@wiscap.com. Additional information about us is also available on the SEC’s website at http://www.adviserinfo.sec.gov/.</p> <p>You can also call us at 608-960-4616 for up-to-date information and request a paper copy of the Customer Relationship Summary.</p>	<p>You are encouraged to ask us:</p> <ul style="list-style-type: none"> • <i>Who is my primary contact person?</i> • <i>Is he or she a representative of an investment adviser or broker-dealer?</i> • <i>Who can I talk to if I have concerns about how this person is treating me?</i>