



Form CRS has a number of “Conversation Starter” Questions that you might ask a prospective Financial Advisor. We are more than happy to discuss these one on one, but in the meantime we have put some of the information in writing in hopes that that is helpful. We will begin with question number one.

CONVERSATION STARTER

Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? Why or why not?

Recommendations about the type of service or account that is most appropriate for you are driven by the details of your situation.

A fee-based advisory account may be appropriate if you value ongoing monitoring. This includes things like advice and guidance on asset allocation, investment vehicles and managers, as well as financial, education and estate planning, retirement education and cash flow analysis.

A commission-based brokerage account may be appropriate if you want to make your own decisions on buying and selling, and prefer to pay on a per-transaction basis.

In a commission-based brokerage account, we can offer recommendations on securities, but you would make the final investment decisions.

Because you would pay commissions on each transaction, the amount of anticipated trading activity is also an important consideration. Alternatively, a client with a strict buy and hold objective should consider the ongoing fee charged in an advisory account.

Once we have a clear understanding of your needs, we can help you decide whether one account type or a combination of these account types makes sense for you.

CONVERSATION STARTER

How will you choose investments to recommend to me?

We use a disciplined process for developing investment recommendations to achieve your financial objectives.

We seek to understand your objectives through clear communication with you about your financial situation, as well as your unique needs and preferences, prior investment experience, risk tolerance, and other important information about you.

In making a recommendation, we will evaluate a range of potential investment products and financial services.

We may recommend a comprehensive strategy, or we may address a particular component of your financial objectives, based on the information you provide.

Periodically reviewing and refreshing your investment strategy and personal circumstances (e.g., marriage, divorce, job change, etc.) with us is essential to ensuring your investment portfolio remains appropriately diversified and aligned with your risk tolerance and objectives. Therefore, it is important that you notify us of any changes to your financial or personal circumstances as our relationship goes forward.

CONVERSATION STARTER

What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

Our team has over 150 years of combined experience working with individuals, families and small/medium-sized business owners to build portfolios and help them plan for the future.

Depending on our roles, all of our advisors/financial professionals maintain proper, current licensing with FINRA (Financial Industry Regulatory Authority) and your state of residence. These allow us to offer various investment and planning services. You can review the licenses of each advisor/financial professional on our team at any time by searching our names on the Investor.gov/CRS link on Form CRS.

CONVERSATION STARTER

Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go towards fees and costs, and how much will be invested for me?

Fees and costs depend on which account type makes the most sense for you.

For fee-based advisory accounts:

- We're paid a percentage of assets we manage for you. With this approach, although the percentage fee stays the same, if your account value goes up, we make more. If your account value goes down, you pay less.
- For example, 1% of \$1,000 is more than 1% of \$100. However, if the aggregate amount of assets we manage for you is above a certain amount (e.g., a breakpoint), you may be eligible for a lower percentage fee than with a lower valued account.
- This advisory fee compensates us for providing ongoing review and recommendations, as needed for your account, as well as other services you are interested in receiving.
- These services could include advice and guidance on asset allocation, investment vehicles and managers, as well as financial planning and cash flow analysis.
- Our annual asset-based fee typically ranges between 0.8% - 1.3% per year and is billed quarterly.
- As a hypothetical, if we assume an annual asset-based fee of 1.5% on an account with \$10,000 in market value throughout the year, then you can expect to pay approximately \$150 over that year.
- The actual amount that you pay each quarter will vary with the value of the account, and if your account goes up in value then you will pay more.
- Initially, the full \$10,000 would be invested, but would then be reduced by the quarterly fee as it is billed.

For commission-based brokerage accounts:

- With the commission-based brokerage account option, you will pay commissions and other charges on each transaction (buy or sell). The type and amount of such transactional charge can vary based on the type of investment.

The cost is typically a small percentage of the investment's value, or in the case of individual bonds, it's embedded in the price you pay for the bond. Other trading costs may be included as well.

As a hypothetical, a single \$10,000 stock purchase would cost you \$255 in commissions plus a \$5.95 service fee. The remainder would be invested.

When choosing between an ongoing advisory fee and a per transaction charge, you should consider the expected size, volume and frequency of trades, how long you plan to hold the investment(s), and the projected advisory services you may prefer.

CONVERSATION STARTER

[How might your conflicts of interest affect me, and how will you address them?](#)

Our central value is to put clients first. We demonstrate this by recommending products and services only if they are in your best interest and do not place our or Raymond James' interests ahead of yours. We will disclose any potential conflicts of interest in making those recommendations.

We will disclose these conflicts in a variety of written communications with you, including Form CRS, the Important Client Information document that you received, statements and confirms, and other written disclosure documents we send to you. There will also be times when we may make conflicts disclosures to you verbally.

CONVERSATION STARTER

[As a financial professional, do you have any disciplinary history? For what type of conduct?](#)

No one on our team has any disciplinary history.

CONVERSATION STARTER

[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?](#)

You will be assigned a dedicated financial professional who will explain their experience, the licenses they hold and when they will act as a registered representative (brokerage capacity) or investment advisor representative (advisory capacity).

If you ever have concerns about our service, you can contact our main number (919) 929-4448 and ask to speak to the Branch Manager or Chief Compliance Officer. We are happy to provide that contact information at any time.

Our mission with each client is to build a strong, caring relationship where any issues you have with our team could be addressed directly.