

Anchor Bay Securities, LLC

CRD# 47360

Form CRS

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Conversation Starters

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?

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Description of Principal Fees and Costs

The fees that we charge clients are transaction-based commissions. That means that each time you purchase, sell or exchange a security, we will charge a percentage of the price as a commission. Our current commission schedule is as follows:

Product	Commission
Life Insurance	4.8%
Variable Universal Life	5.0% (0.275-2.0% trail commission)
Variable Annuities	5.0% -15% (1.0% trail commission)
529 Plan Securities*	1.5%-5.75%
Mutual Funds*	1.5%-5.75%

*Larger purchases (\$500,000-\$1,000,000 or more) are eligible for smaller sales charges. Consult your registered representative for more information.

Conflicts of Interest

A retail investor would be charged more when there are more trades in his or her account, so we may therefore have an incentive to encourage you to trade often.

Certain associated persons are investment adviser representatives of an affiliated investment adviser (Anchor Bay Capital, Inc.) and insurance agents appointed with various insurance companies.

When we offer multiple services, there is an incentive to recommend other services offered by us, our employees, associates, or affiliates because of receipt of additional fees and commissions, causing a conflict of interest.

Item 1. Introduction

Anchor Bay Securities, LLC ("we", "our", "us") is a broker-dealer registered with the SEC and the Financial Industry Regulatory Authority, Inc. ("FINRA"), and a member of the Securities Investor Protection Corporation ("SIPC").

Brokerage and investment advisory services and fees differ, and it is important for the retail investor (defined as a natural person, or the legal representative of such natural person, who seeks to receive or receives services primarily for personal, family, or household purposes) to understand the differences.

Free and simple tools are available to research firms and financial professionals on the SEC's investment education website at Investor.gov/CRS which provides educational materials about broker-dealers, investment advisers, and investing.

Item 2. Relationships and Services

We offer brokerage services to retail investors including assistance with buying and selling mutual funds, exchange traded funds, municipal securities, Section 529 plans and variable annuities. We make recommendations on which securities to buy or sell.

Whenever we make a recommendation to clients, including whether to purchase or sell a security, suggest an investment strategy or to roll over or transfer assets from one type of account to another (workplace retirement plan account to an individual retirement account, or IRA), we are required to observe Regulation BI which requires that we put your interests before ours.

Monitoring

Retail client investments are not monitored on an established basis.

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

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?

When we provide you with a recommendation, 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 recommendations we provide you.

Here are some examples to help you understand what this means:

We may not engage in securities transactions with any retail client in circumstances where our recommendations for securities transactions are based on the amount of commission that we may earn as a result.

Item 4. Disciplinary History

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

Search Tool: Please visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

Use the following link for information regarding registered representatives of a broker-dealer:
<https://brokercheck.finra.org/>

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

Item 5. Additional Information

Conversation Starters:

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?

A retail client can find additional information about our services and receive a copy of this relationship summary by contacting us at (760) 602-3470 if you have any questions or to request up-to-date information.