



# Broker-Dealer Client Relationship Summary (Form CRS)

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**February 20, 2024**

## 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](https://www.investor.gov/CRS) which provides educational materials about broker-dealers, investment advisers, and investing.

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## What investment services and advice can you provide me?

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.

We do not monitor retail client investments on an established basis. The retail investor makes the ultimate decision regarding the purchase or sale of investments. There are no account minimum requirements to open or maintain a brokerage account and we do not limit investment options.

**For additional information about our services, please visit our website at [www.anchorbaysecurities.com](https://www.anchorbaysecurities.com).**

### Conversation Starters – Ask 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?

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## What fees will I pay?

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. Fees typically range from 1.5% to 5% for Mutual Funds, Life Insurance and Variable Annuities. Larger purchases (\$500,000-\$1,000,000 or more) are eligible for smaller sales charges. 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. Other costs/fees which clients might incur are expense ratio fees, also known as 12b-1 Fees of typically between .25%-1% or a surrender charge if client sells the security early.

***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 additional information about our fees, please visit our website at [www.anchorbaysecurities.com](http://www.anchorbaysecurities.com).

Conversation Starters – Ask 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?

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## **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:

- Certain associated persons are investment adviser representatives of an affiliated investment adviser (Anchor Bay Capital, Inc. or Anchor Bay Private Wealth, LLC) 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.

Conversation Starters – Ask your financial professional:

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

For additional information about our conflicts of interest, please visit our website at [www.anchorbaysecurities.com](http://www.anchorbaysecurities.com).

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## **How do your financial professionals make money?**

Our broker-dealer representatives servicing your account are salaried employees who aren't paid commissions for products sold, transactions executed, or based upon the amount of assets serviced.

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

**Yes.** Visit [Investor.gov/CRS](http://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/>

Conversation Starters – Ask your financial professional:

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

## **Additional Information**

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.

Conversation Starters – Ask 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?