

June 30, 2020

# Customer Relationship Summary

Helping you make an informed decision

Form CRS

*Waterford Capital Investment Advisory Services, LLC. is registered with Securities and Exchange Commission as an Investment Advisory. Brokerage and investment advisory services and fees differ and that it is important for you, the retail investor, to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investors.gov/CRS](https://www.investors.gov/crs), which also provides educational materials about broker-dealers, investments advisors, and investing.*

## What Investment Services and Advice Can You Provide Me?

- If you open an advisory account, you will pay an on-going asset-based fee for our services.
- We provide investment management services to high net worth individuals and families, both in their individual capacities and through trusts, estates, and family partnerships. We may also provide services to pooled investment vehicles. We tailor our advisory services to the individual needs of our clients based on information provided to us by our clients regarding their financial needs and objectives.
- We utilize Charles Schwab & Co., Inc. for custodial and clearing purposes.
- We make recommendations to clients regarding which securities to buy and sell, when to buy and sell and what amounts. We will not implement any trade or portfolio reallocation without the consent of the client, either written or verbal. You make the ultimate decision regarding the purchase or sale of investments. You will receive confirmations of all transactions and monthly statements of all assets held by our custodian.
- We do not make available or offer advice with respect to proprietary products.
- We offer ongoing monthly monitoring in advisory accounts. This service is offered as part of our standard services. We generally impose a minimum account size of \$5 million, although we may accept accounts with fewer assets at our discretion.

Please visit [www.waterfordcapital.com](https://www.waterfordcapital.com) for a detailed description of all of our advisory services and their related fees and conflicts.

*Conversation starters: 1. Given my financial situation, should I choose an investment advisory service? Why or why not? 2. How will you choose investments to recommend to me? 3. What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

## What Fees Will I Pay?

- Asset-based fees. You will pay an on-going fee at the end of each quarter based on the value of the cash and investment in your advisory account. The asset-based fee reduces the value of

your account and will be deducted from your account or invoiced to you, depends on the advisory agreement that is in place.

- Our custodial/clearing firm, Charles Schwab & Co., Inc, charges additional fees, such as brokerage commissions, transfer fees, exchange fees, SEC fees, and wire transfer fees or at the time the triggering event occurs (such as when you transfer securities.)
- The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to encourage you to increase the assets in your account in order to increase our fees. You pay our quarterly fee even if you do not buy or sell.
- You will pay fees and costs whether you make or lose money on your investments. Fees and cost 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. Please see our Regulation Best Interest disclosure at [www.waterfordcapital.com](http://www.waterfordcapital.com). Form ADV at [brokercheck.finra.org](http://brokercheck.finra.org).

*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 to fees and costs, and how much will be invested for me?*

**What are your legal obligations to me when acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?**

*When we act as your investment advisor, 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 this means: We have an incentive to recommend you invest with third parties with whom we have a solicitor agreement as we share in those third-party advisory fees. Investments where the manager or sponsor of those investments or another third party (such as an intermediary) shares with your revenue it earns on those investments.*

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

**How do our financial professionals make money?**

Our financial professionals receive a percentage of the advisory fees for which they are broker of record. We offer an incentive to our financial professionals for referring a client to our advisory firm.

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

No. Visit [Investor.gov](http://Investor.gov) for a free tool to research the background and experience of us and our financial professionals.

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

**Where can I find additional information?**

You can always ask your financial professional for more information, request a copy of this relationship summary at 214-363-6920, visit [brokercheck.finra.org](http://brokercheck.finra.org) for information about your financial professional.

*Conversation Starter: Who is my primary contact person? Is he or she a representative of an investment advisor or broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*