

## JUNE 2020: FORM CRS (CLIENT RELATIONSHIP SUMMARY)

A SUMMARY OF YOUR BROKER DEALER RELATIONSHIP WITH LABRUNERIE FINANCIAL SERVICES, INC.

### IS A BROKERAGE ACCOUNT RIGHT FOR ME?

LaBrunerie Financial Services, Inc. is registered with the Securities and Exchange Commission (SEC) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [investor.gov/CRS](http://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

## ITEM 2- RELATIONSHIPS AND SERVICES

### WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

We offer brokerage services to retail investors, including buying and selling securities. Specifically, we make recommendations as it pertains to equities, corporate and municipal debt products, mutual funds, variable products, brokered certificates of deposit, options, and private placements. If you open a brokerage account, you will pay us a transaction-based fee, generally referred to as a commission, every time you buy or sell an investment. If deemed appropriate for you, our recommendations may include the purchase of variable annuities with guaranteed income and death benefit features. As the retail client, you make the ultimate decision regarding the purchase or sale of investments. We do not accept any discretionary authority. Our firm reviews your holdings by request and will make appropriate recommendations at that time. You may also be contacted directly by our firm to schedule reviews of certain holdings or annuity contracts on an ad hoc basis due to risks identified by the firm. This service is included as part of our standard services. Our firm does not require a minimum dollar value for accounts. However, certain investment offerings do have required minimums. Our firm provides general investment recommendations on a limited basis to our clients. While we do not intentionally limit available investments, we are limited to those products which we are approved to sell, and to those product sponsors with which we have selling agreements.

FOR MORE INFORMATION PLEASE SEE OUR REGULATION BEST INTEREST DISCLOSURES AND STANDARD OF CARE DOCUMENTS available at <https://labrunerie.com/form-crs/>

### WHAT SHOULD I ASK MY 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?

## ITEM 3- FEES, COSTS, CONFLICTS, AND STANDARDS OF CONDUCT

### WHAT FEES WILL I PAY?

Our firm receives fees for the brokerage services we provide. For stocks, we receive transactional fees at the time the trades are placed. For bonds, we receive a percentage of the purchase price. For mutual funds, we receive commissions based on the share class purchased at the time of the purchase and on an ongoing basis. This creates an incentive to recommend certain share classes based on their payment structure. Mutual funds held at RBC will also have transactional costs. For variable annuities, we receive commissions based on the product purchased and the premium paid at the time of the purchase and on an ongoing basis. We also receive a commission at the time they are annuitized. In addition, the custodian will have charges that may include but are not limited to additional transaction fees, custodial fees, redemption fees, retirement plan and administrative fees, mutual fund and variable annuity fees, or postage. We receive more fees when you make purchases therefore the firm has an incentive to encourage you to trade often. We address these conflicts through disclosure in this document, review of account opening documents for appropriateness of the type of account recommended, review of all transactions in customer and financial professional accounts to ensure that they are in the best interest of the customer, a prohibition against recommendations that are not in the best interest of the customer, and by review for any applicable breakpoints that may be available to investors thereby reducing the fees assessed. 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 MORE INFORMATION PLEASE SEE OUR REGULATION BEST INTEREST DISCLOSURES, STANDARD OF CARE DOCUMENTS, (available at <https://labrunerie.com/form-crs/>) AND OTHER APPLICABLE DOCUMENTS

**WHICH MAY INCLUDE BUT ARE NOT LIMITED TO ROLLOVER DISCLOSURES, ANNUITY SHARE CLASS DISCLOSURES, PROSPECTUSES, AND ILLUSTRATIONS**

**WHAT SHOULD I ASK MY 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?

**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. 1) Transactional based compensation presents a conflict because our firm is incentivized by encouraging you to do more frequent transactions. 2) Recommending you rollover a 401k balance, when equivalent and less costly options are available if funds are left with the employer's fund manager. 3) Some of our firm's financial professionals are investment advisor representatives with our affiliated registered investor advisor, and they may offer you advisory services through the affiliated registered investment advisor or brokerage services through our firm. Brokerage and advisory services are different, and the fees our firm and the registered investment advisor charge for those services are different. 4) Our firm is required to disclose commonly owned entities that would provide different services to you and generate additional compensation to our firm. Please note that you always have a right to choose services and products from our affiliated entities or any other firm that provides similar services and products. 5) Our firm allows our Financial Professionals to trade in their personal accounts and may invest in the same securities as clients. However, all of our Financial Professionals personal securities accounts are supervised on an ongoing basis. For additional information on conflicts, please refer to "What fees will I pay?"*

**WHAT SHOULD I ASK MY FINANCIAL PROFESSIONAL?**

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

**HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?**

Our Firm's Financial Professionals are compensated by the commissions and fees as described above in Item 3 Fee Section. This compensation is based on a percentage of the commissions and fees they personally generate from their clients. This percentage is based on the amount of commissions and fees they generated the previous year. However, you have the right to decide whether to act on their recommendations. We recognize our duty to place your interests first and have established policies in this regard to avoid any conflicts of interest. When our Financial Professionals act as an Investment Advisor Representative of our affiliated Registered Investment Advisor, our Financial Professionals receive fees in connection with the assets under their management and services they provide. While some of our firm's Financial Professionals are engaged in outside business activities, we are required to disclose material outside business activities and any conflict it may pose to you. Our firm supervises the business activities of our Financial Professionals through our compliance program. All Financial Professionals are required to follow a Code of Conduct to mitigate any conflicts to you.

**ITEM 4-DISCIPLINARY HISTORY**

**DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?**

No. You can visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**WHAT SHOULD I ASK MY FINANCIAL PROFESSIONAL?**

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

**FOR ADDITIONAL INFORMATION OR A COPY OF THIS RELATIONSHIP SUMMARY, CONTACT:**

**601 NIFONG BOULEVARD, SUITE 3B, COLUMBIA, MO 65203-6804 PHONE: 573-449-5313**

**or visit <https://labrunerie.com/form-crs/>**

**WHAT SHOULD I ASK MY 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?

For additional information about our services, please visit our website at <https://labrunerie.com/>  
Broker-Dealer services offered through LaBrunerie Financial Services, Inc., Member FINRA/SIPC.