

# Customer Relationship Summary

## Sorsby Financial Corp

June 01, 2020

This Summary relates to you our customer, and your relationship with our firm Sorsby Financial Corp (“SFC”), a registered broker dealer with the SEC. SFC is also a member of the Financial Industry Regulatory Authority (“FINRA”) and the Securities Investor Protection Corporation (“SIPC”). SFC is also a State Registered Investment Advisor in the State of Illinois. **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 [www.Investor.gov/CRS](http://www.Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.**

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

SFC offers brokerage services to retail customers. Our Professionals offer brokerage services, investment advisory services, or both, depending on their licenses. This includes buying and selling securities at your direction and providing investment recommendations. We also furnish incidental services like research and investor education at your request or as part of a recommendation we make. We offer domestic and international equities, mutual funds, exchange traded funds (“ETF”), fixed income securities, certificates of deposit and investment advisory services,. Unless we otherwise agree in writing, we do not monitor your brokerage account, nor engage in discretionary trading for you. You always make the ultimate decision regarding the purchase or sale of investments. There is no minimum required to open or maintain an Account. Please note that the range of investment options available to you may be limited depending on the licenses your Professional holds. However, your Professional may have specific requirements, such as account or investment minimums. We encourage you to ask your Professional whether any investment limitations or account requirements apply.

**For additional information** please see our Regulation Best Interest Disclosure (“RBID”) on our website, [www.sorsbyfinancial.com](http://www.sorsbyfinancial.com) for more specific information and discussion regarding our services.

**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?”*

### **What Fees will I Pay?**

For brokerage services, the principal fees and costs are transaction-based commissions for recommendations and execution of securities trades. Depending on the investment, commissions may be charged at the time of trade execution, and also charged on an ongoing basis (“trails”) for as long as you hold the investment. Trails are based on a percentage of the value of the investment. If we buy or sell on a principal basis, meaning we buy or sell from or to you for our own account, we mark the price of the transaction up or down to our benefit. Because we are compensated for transactions, we have an incentive to encourage you to trade more frequently and in greater amounts because we receive more revenue when we do. You will also pay fees for custodial and/or administrative services, wire and transfer fees, bank charges and other expense charges. Likewise, some expenses and fees are included in the expense ratios of certain investments like mutual funds, ETFs, and REITs. Note 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. If you open an Investment advisory account you will pay fees for advice which may also include trade execution.

**For additional information** about fees, commissions and costs for our brokerage services, please see our RBID and the list of customer account fees disclosed on our website at [www.sorsbyfinancial.com](http://www.sorsbyfinancial.com).

**Conversation Starters:** *“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 as your broker dealer, 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.*

- **Third-Party Payments:** We receive payments from third party product sponsors and managers (or their affiliates) when we recommend or sell certain products. As such, we have an incentive to recommend (or to invest your assets in) products of third-parties that pay us over products of third parties that do not pay us, or pay us less.
- **Revenue Sharing:** Certain managers and sponsors (or their affiliates) share the revenue they earn when you invest in certain of their investment products (primarily mutual funds and variable annuities) with us. As such, we have an incentive to recommend (or to invest your assets in) products of sponsors and managers that share their revenue with us, over other products of sponsors or managers that do not share their revenue, or who share less.

**For additional information** please see our RBID on our website [www.sorsbyfinancial.com](http://www.sorsbyfinancial.com) for more specific information and discussion regarding conflicts of interest.

**Conversation Starters:** *“How might your conflicts of interest affect me and how will you address them?”*

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

Our financial professionals receive a negotiated portion of the commission you pay for trades. Factors affecting compensation include the amount of client assets serviced, time and complexity to meet client needs, the product itself and product sales commissions (i.e. differential compensation). They may sometimes receive indirect compensation from various third-party vendors. Receipt of compensation creates a conflict of interest for our financial professionals.

**Do you or your financial professional 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.

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

**For additional information** about SFC’s services, or if you wish to discuss investing with SFC further, please contact us at 312-751-0469, review our website at [www.sorsbyfinancial.com](http://www.sorsbyfinancial.com) or email us at [webster@sorsbyfinancial.com](mailto:webster@sorsbyfinancial.com). If you are interested in the customer relationship summary (“CRS”) of our investment advisory services you can contact us at the same address and number above.

**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?”*