

# **MAIN STREET MANAGEMENT COMPANY**

**711 Union Avenue  
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Aquebogue, New York 11931-0910  
(631) 653-0333**

## **2024 Firm Brochure**

**Annual Report filed as of December 31, 2023**

This Brochure provides information about the qualifications and business practices of Main Street Management Company. Government regulations require an investment Firm to write, and keep current, specific information regarding their business in their Brochure. The information provided helps prospective investors choose an Adviser who best meets their financial goals. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

Main Street Management Company is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. If you have any questions about the contents of this Brochure, please contact us at (631) 653-0333 in New York.

Additional information about Main Street Management Company is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Our CRD assigned number is 111736. Also, William E. Hayek is registered with the regulatory organization known as FINRA. The FINRA website is [www.finra.org](http://www.finra.org). His CRD assigned number is 1523209.

## Item 2 – Material Changes

On July 28, 2010, the United States Securities and Exchange Commission published “Amendments to Form ADV” which amends the disclosure document that we provide to clients as required by SEC Regulations. This **Item 2** will discuss only specific material changes that are made to the Brochure since the last filing of the Annual Amendment. We will provide clients with a summary of such material changes when they occur. We will also reference the date of our last annual update of our brochure. As of this Annual Amendment, the last update was our annual filing December 18, 2018.

In the past, we have offered or delivered information about our qualifications and business practices to clients at least on an annual basis. Pursuant to new SEC Rules, we will ensure that our clients promptly receive a summary of any material changes to this document. Subsequent material changes to our Brochure will be forwarded to our clients annually, within 90 days of the close of our business fiscal year. We may further provide other ongoing disclosure information about material changes as necessary.

If you would like a current copy of our brochure, please contact William E. Hayek by telephone at (631) 653-0333, or put your request in writing addressed to: Post Office Box 910, 711 Union Avenue, Aquebogue, New York 11931-0910. Our policies advocate that we refrain from employing email as a means of communication for business purposes.

Additional information about Main Street Management Company is also available through the SEC’s web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Our CRD assigned registration number is 111736. The SEC’s web site also provides information about any persons affiliated with Main Street Management Company who are registered, or are required to be registered, as investment adviser representatives of this adviser.

**Since our Supplemental Brochure to the 2019 Brochure dated March 19, 2019, there have been no material changes nor any amendments filed.**

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## Item 4 – Advisory Business

### Firm Description

Main Street Management Company is an individually owned IRS defined Chapter C corporation, incorporated in the Commonwealth of Pennsylvania. It was founded in 1987, filed as a registered investment adviser with the Securities Exchange Commission and incorporated in the Commonwealth of Pennsylvania in 1991. It has been in continuous operation since that date. Main Street Management Company has three offices: Main Street Management Company’s corporate location in Aquebogue, New York which is the primary office of contact, and a branch office in East Quogue, New York. Since our founding, it has been our goal to maintain a close and enduring relationship with each of our advisory clients through communication; serving our client’s interest is our primary and interminable ambition.

## **Principal Owners**

This privately held Investment Advisory Firm has one principal owner, William E. Hayek.

## **Types of Advisory Services**

Main Street Management Company does not accept “advisory only” accounts. We will only accept a management relationship in which Main Street Management Company has full discretion.

This Adviser’s primary purpose is to provide investment management services to its clients in accordance with a mutually agreed upon investment plan. We request that a client provide a sufficient amount of financial and personal information for us to determine both the client’s needs and ability to tolerate risk. More extensive financial planning services, consistent with a clients’ financial and tax status, are available (*see Item 5, “Other Fees” for more information*). We manage individual qualified and non-qualified accounts. A major portion of our assets under management is our Main Street Management Company’s “Adviser Driven 401(k)/ 403(b) Plans.” This is our approach to the individual management of participants under a company’s qualified plan. We also offer investment management services to fiduciary and corporate entities.

## **Tailored Relationships to Individual Client Needs**

Our clients are individuals, families and company deferred compensation plans. Our acceptance of a client depends on whether we believe we can meet the client’s needs and goals through our strategies. While we will consider any individual investment request a client may have, our clients give us full discretion to select and implement investments on their behalf. Our exercise of discretion is guided by our interpretation of the client’s stated goals and tolerance for risk. This is agreed to in most situations within a written Investment Policy Agreement that defines our conclusions of any risk tolerance assessment and financial planning appraisal, and which outlines our investment objectives and strategies. Our clients are welcome to alter their strategies within our Firm’s guidelines.

**NOTE: WE DO NOT MAINTAIN WRAP FEE PROGRAMS.**

## **Client Assets**

As of December 31, 2019: Assets under management totaled \$35,091,169. There were 180 accounts that accounted for the management of a total of 128 clients.

## **Item 5 – Fees and Compensation**

### **Description**

The specific manner in which fees are charged is established in our written agreement (contract) with each client. Our fees are based on the total asset value of each client’s account(s). It is not the policy of Main Street Management Company to negotiate fees. However, we take into consideration the relationship of family members and referred accounts by a client. We believe our fees are fair and appropriate for the personalized service we offer each client.

If a client terminates prior to the end of the month, a prorated amount is charged to the client as per the contract. Clients may cancel their contracts at any time either in writing or verbally to an adviser of Main Street Management Company, but never by email or instant messaging. Clients have a period of five (5) business days from the date of signing a contract to unconditionally rescind the contract and receive a full refund of any fees they may have paid. We request the courtesy of a thirty-day notice of termination in writing for an orderly transfer.

**NOTE: ADVISORY FEES ARE NOT PAID IN ADVANCE**

**Fee Billing**

Fees are calculated monthly, on the daily average market value of each security held within the portfolio. Fees are withdrawn directly from the client's account by the account custodian for the previous proportional month's service. The fee schedule is as follows.

Market Value of Account	Annualized Fee (minimum annual fee: \$2,000)	Calculation of Total Market Value
Under \$100,000	2.00%	\$0 to \$99,999
\$100,000 up to \$499,999	1.75%	\$0 to \$499,999
\$500,000 up to \$999,999	1.50%	on the next \$500,000 to \$999,999
Over \$1,000,000	1.00%	on the balance over \$999,999

Main Street Management Company's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which may be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual Funds and exchange-traded funds, which we use as investment vehicles, also charge internal management fees, which are disclosed in a fund's prospectus. It is our policy to minimize such fund fees wherever possible. Such charges, fees, and commissions are exclusive of, and in addition to Main Street Management Company's fee. We do not receive any portion of these extraneous commissions, fees, and costs. *(See Items 8 and 12 for further information.)*

**Other Fees**

**Special investment advisory services:** may be separately contracted by a client on a per issue basis for research and professional advice only. These services include retaining the adviser as a professional witness. We charge \$350.00 per hour and \$125 per hour for clerical support and reimbursement for out of pocket expenses as incurred. A maximum fee may be negotiated for any one project.

**Financial Planning:** Financial planning services may, but are not limited to include tax and budgetary planning, retirement planning, estate planning and business planning. We may utilize certified or licensed specialists in various professional areas of expertise to accomplish a client's goal. Fees are billed at the rate of \$350.00 per hour for professional time plus \$125 per hour for clerical support and out of pocket expense as incurred. Hourly fees are payable as services are rendered. A retainer fee that is approximately ¼ of the minimum anticipated initial annual

fee is required upon signing the financial planning contract. We anticipate that the financial plan produced will be delivered within twelve months or sooner of the date of the contract. This will be agreed upon at the time of contract. We consider fees for financial planning to be earned as progress is realized toward creation of the plan or completion of the service. Out of pocket and hourly fees are billed monthly.

A planning client has five (5) business days from the date of signing the agreement to unconditionally rescind the agreement and receive a full refund of all fees. Thereafter, the client may terminate the agreement by providing the Adviser with written or verbal notice prior to delivery of the plan or completion of the service. At the point of receiving the letter of termination, the client will be charged the appropriate hours that had been expended by the planner in developing the plan. The balance of the retainer fee, plus the completed work to that point, will be submitted to the terminating client.

Accepting financial planning services does not require that the client utilize Main Street Management Company as the proprietary source of either investment management or any product recommendations. If the client does utilize any of the Adviser's services or products in which the Adviser is remunerated by a third party, the client will receive a proportional discount from the planning fee.

### **Item 6 – Performance-Based Fees & Side-by-Side Management**

Item 6 is not applicable to our business. We do not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client.)

### **Item 7 – Types of Clients**

Main Street Management Company avails itself to provide portfolio management services to individuals, high net worth individuals, company escrow accounts, and corporate pension and profit-sharing plans including 401(k) and 403(b) plans, charitable institutions, foundations, endowments, trust entities, municipalities, private investment funds, and other selected U.S. institutions.

The standard minimum account size for new clients is \$100,000. There are times when we will consider less than the minimum for extenuating circumstances.

### **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

Providing investment management is a complex science. As a registered investment adviser, we are called on to make decisions about an uncertain future based only on the incomplete information we have at the moment. Meanwhile, our clients' confidence is always at risk of being undermined by the wide range of competing points of view, as well as a continuous stream of short-term news and data that are always available in our age of information overload. Maintaining confidence is critically important. It requires the adviser to honestly convey what can and cannot be known with certainty. We also must be able to share the analysis that was used to weigh those uncertainties in order to make the best long-term investment decisions.

Advisers must have a solid rationale for their decisions. Otherwise, they are especially vulnerable to pressure from clients to adjust their portfolio based on the prevailing conventional wisdom. This style of wisdom becomes conventional based on its strong recent performance at that time. Shifting to it really amounts to just another form of performance chasing. They may never give into fear, but must consider the opportunities that are presented in irrational markets. Having the confidence to take advantage of these opportunities requires an understanding of the cycles of fear and greed, the fundamental research to establish that a compelling opportunity exists, and the patience to ignore further short-term pain to generate better performance over the longer term. All of these are components of a good core belief system.

The greater propensity of our investments vehicles are funds, either mutual funds or exchanged traded funds (baskets of equities that trade on the major stock exchanges just as an individual stock trades.) However, we do not restrict ourselves from the use of any investment vehicles that meets our overall conservative strategy and requirements for safety and superior performance within an asset class.

Finally, it is imperative to recognize the difference between mistakes and failure. That every investor will make mistakes is a certainty. However, mistakes are not the same as a failure of philosophy. More likely, they are a failure of execution either because of bad assumptions, research errors, or because of a breakdown in discipline. Mistakes should be a trigger for examining strengths and weaknesses in how a process is being implemented. They may result in refinements, a commitment to do more research, or simply, a lesson learned. Rather than reflecting a failure of the underlying philosophy, mistakes commonly reflect a failure to follow the underlying philosophy. The following text describes our core beliefs and how we apply them to our investment strategy.

## **Our Core Beliefs**

The underlying Main Street Management Company investment philosophy has not changed over the previous **34** years, though our process has evolved and been refined, our skill has vastly improved, our resources have increased significantly, and our judgment has sharpened with experience.

Our overall investment philosophy is based on a belief in diversification with tactical over- and under-weighting to asset classes. This weighted diversification is employed only when we believe it offers an opportunity for excess return, or portfolio risk reduction that is so compelling that the odds are heavily skewed in our favor. Our decisions are based on investment fundamentals, valuations, and are subject to each client's investment objectives. We are long-term investors. We believe that our five-year horizon is long enough for our portfolio selection to realize the investment's full potential.

There are five basic tenets that we believe will never change. These support our investment philosophy:

**1. Fundamentals and valuations rule over the long term. Investments have value ultimately because they are expected to generate tangible wealth.** A bond's value is a function of the interest it pays and the expectation that principal will be paid when it matures. A stock's value is based on the underlying company's cash flow and its ability to grow. Investments compete with each other for investor capital based on expectations about their fundamentals



and the risk surrounding those expectations. Ultimately, if the reality does not match the expectations then prices have to adjust. The success of our investment decisions depends on our assessment of asset-class fundamentals and whether their prices accurately reflect those fundamentals.

- 2. Markets can be irrational and this creates opportunity in the long term.** Markets are driven by valuations and fundamentals over the long run, but can be driven by fear and greed over shorter periods. When investors are overly optimistic, or overly pessimistic, asset prices can disconnect from their fundamental value for months and sometimes years. This disconnect is positive because it creates the opportunity for Main Street Management Company to add value over the long run. It also requires that we have a heavy research commitment since our confidence to take tactical positions requires a high degree of confidence that our research conclusions are correct. It also requires a willingness to take shorter-term benchmark risk because it is not possible to take advantage of longer-term opportunities without looking differently from a benchmark in the shorter term. This applies to both our tactical asset class weightings and to our active managers.
- 3. Patience is necessary.** Over the short term, anything can happen, but longer term the underlying economic fundamentals of an investment will drive returns. We are willing to take on temporary short-term price risk if we are very confident we will be rewarded over the longer term. This means that we are willing to look wrong in the eyes of our clients over the short term so that we perform better for them in the long run. We are also willing to wait patiently for opportunities by holding lower-return assets when higher-return opportunities are not present. We believe our patient investment approach is an advantage that will allow our clients to ultimately reap the benefits of the strong linkage between securities prices and underlying fundamental value.
- 4. There are few certainties in investing that support the reason why diversification is prudent.** Our tactical approach to asset allocation requires that our investment decisions be supported by odds that are heavily in our favor. We recognize that we will never have 100% certainty. Moreover, we know that markets can sometimes be irrational for uncomfortably long periods of time. So we limit and hedge our bets as protection against being early or wrong.
- 5. Having a strategic “out of the box” attitude is our advantage.** Over time, asset class opportunities evolve and sometimes new investment categories are created. Commodity futures and emerging-markets, local-currency investments, as well as ETF’s, ETN’s and derivatives are relatively recent examples. We believe in thinking out of the box and against the herd mentality so that we do not limit our portfolios when new types of opportunities arise.

Our philosophy with respect to fund research is based on our belief that there are skilled investors and that they can be identified. However, identifying those that are skilled is very labor intensive. Many hours reviewing fund management teams, analyzing, and vetting their findings with an objective of assessing two key factors so that we can determine whether or not they have a sustainable edge.

- 1. The fund manager’s philosophy and process.** We must understand this so that we can assess whether we believe the philosophy and process is sensible, repeatable, and affords an advantage over other investors.
- 2. The investment team’s ability and discipline.** Having a good investment philosophy and investment process is necessary but it is not enough. The team that implements it must have the ability to make good judgments about assumptions and do the research so that the process can be executed effectively. And the decision makers must have



the discipline to make sure the work gets done and decisions are consistent with the conclusions that come from the research process.

As is the case with tactical asset allocation moves, we require a high level of confidence in our fund managers. If our initial or ongoing research leaves us with material questions about a manager's edge or its sustainability, then we will replace the manager with a manager with whom we have a higher-conviction. Also, if we do not have a high-conviction of a manager, we will default to an index vehicle.

Supporting our core beliefs is a very detailed investment process. It is the actual mechanics of the research work we do. We believe that intellectual honesty is crucial to investment success. In this context, it refers to our commitment to objectivity and finding the truth. Intellectual honesty means being open to new information especially when it flies in the face of prior analysis.

**Investing in securities will always involve risk of loss that clients should be prepared to bear.** Our investment philosophy and beliefs are the foundation of what we do. These have been critical to our success since our Firm was founded in 1987. Our belief in the inherent common sense of our investment philosophy drives our investment process. This in turn leads to our commitment to research, which gives us confidence to execute our process with discipline. We know our process will continue to evolve gradually as markets and technology evolve and long-term secular forces shift over many years. We believe we have had the intellectual honesty, willingness to self-examine, and the drive to succeed that has already made that possible. But we also know that certain things never change: underlying investment fundamentals will always matter in the long term. When fear and greed disconnect valuations from those fundamentals in the short term, it creates opportunities for patient investors. These core beliefs help give us clarity even when making investment decisions in highly uncertain environments. We are confident they will continue to allow us to add value for our clients over the long run.

## **Item 9 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Main Street Management Company, or the integrity of Main Street Management Company or the management of Main Street Management Company.

**MAIN STREET MANAGEMENT COMPANY HAS NO INFORMATION TO REPORT APPLICABLE TO THIS ITEM. IT HAS NEVER RECEIVED A COMPLAINT IN 38 YEARS SINCE INCEPTION.**

## **Item 10 – Other Financial Industry Activities and Affiliations**

### **Other Business Activities**

**Keith J. Furio (CRD 4869341)** is licensed with various states in life, health, and disability insurances and holds a New York certification in long-term care insurance. In his capacity as an associated person of the Adviser, he may recommend insurance or other insurance related products, and receive normal compensation if products are

purchased through any Firms with which this associated person is affiliated. However, clients are under no obligation to act upon any recommendations of the associated person or effect any transactions through the associated person if they decide to follow the recommendations.

Furio holds FINRA licensing CRD 4869341 (Series 7/ 66) through the broker dealer Coastal Equities, Inc. (CRD # 23769; SEC 8-40822). In his capacity as an associated person of the Adviser, he may recommend securities related products, and receive normal compensation if products are purchased through any Firms with which this associated person is affiliated. However, clients are under no obligation to act upon any recommendations of the associated person, or effect any transactions through the associated person if they decide not to follow the recommendations.

Additionally, Mr. Furio will act as an associated person of the Advisor, Coastal Equities Advisors. Under that capacity, he may be paid for advisory services through Coastal Equities Advisors. His capacity as adviser for Coastal Equities Advisors is distinctly separate from any advisory role he may act in his capacity as an employee for Main Street Management Company.

in that agreement, the fee schedule paid to PFS is: 25% First Year Base Allocation, reduced to 10% in all subsequent years to the First Year, on the collected fee on an account that they have referred and has contracted with Main Street Management Company. They are also paid on any referred financial planning contract at the rate of 15% of the first year contracted invoice. A Disclosure Statement, as well as a current ADV is provided to each prospective client. PFS has additionally executed a confidentiality agreement with Main Street Management Company.

MSMC has a minimal number of external arrangements. Our primary custodian is the **Charles Schwab and Co., Inc.** We suggest that our clients employ their services if they wish to use our management services. Over many years we have developed a smooth operational program in which we believe to be a solid based program which abides with all FINRA guidelines. They are also financially competitive to other custodians. They offer exceptional non-biased research, as well as providing the analytical resources to assist the advisor.

MSMC also indicated that it has a FINRA broker-dealer relationship with **Coastal Equities, Inc.** based in Wilmington, Delaware. They maintain a legal consortium we can always turn to when dealing with FINRA specific concerns. Additionally we have maintained a strong relationship with Jeffrey Lobach, Esq with Barley Snyder from York, PA as our legal counsel.

Hayek is currently a member (EID# 1232163) of the **United States of America Coast Guard (USGA)**, Flotilla 014-18-03, Shinnecock, NY. It is a personal relationship and an outside activity he has voluntarily accepted. This relationship requires his participation to defend the United States of America as directed by the USGA as it seems fit. He in his position may deny any requests by the USCG and either chose other alternative responsibilities within the USGA, or step down from those positions. There is no conflict to his position at MSMC.

Hayek is currently studying for the professional designation with the Charter Financial Analyst Program (ID# 3286620). This is an extra curriculum continuing education course to enhance his activities as an investment analyst. This does introduce any conflicts of interest but is an enhancement to education

## **Item 11 – Code of Ethics**

Main Street Management Company has adopted a Code of Ethics for all supervised persons of the Firm describing its standard of business conduct, and fiduciary duty to its clients. The Code applies to each and every employee whether in the office environment or outside the office environment in a social setting. Main Street Management Company's Code of Ethics meets and intends to exceed regulatory standards for ethical behavior. Our Firm's Code is based upon basic principles:

- (1) the interests of the Adviser's clients come before the Adviser's or any employees of the Adviser interests;
- (2) each employee's professional activities and personal investment activities must be consistent with this Code. It must avoid any actual or potential conflict between the interests of client, and those of the Adviser or the employee;
- (3) any and all activities must be conducted in a way that avoids any abuse of an employee's position of trust with and responsibility to the Adviser and its clients, including taking inappropriate advantage of that position. Principles of openness, integrity, honesty, and trust are paramount to our business model and daily operations.

The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor-mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at Main Street Management Company must acknowledge the terms of the Code of Ethics annually, or as amended.

Main Street Management Company anticipates that, in appropriate circumstances, consistent with the clients' investment objectives, it will cause accounts over which Main Street Management Company has management authority, to effect the purchase or sale of securities in which Main Street Management Company, its affiliates and/or clients, directly or indirectly, have a position of interest. Main Street Management Company's employees and persons associated with Main Street Management Company are required to follow Main Street Management Company's Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors, and employees of Main Street Management Company and its affiliates may trade for their own accounts in securities that are recommended to and/or purchased for Main Street Management Company's clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of Main Street Management Company will not interfere with (1) making decisions in the best interest of its clients and (2) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Under the Code, certain classes of securities have been designated as exempt transactions, based upon a determination that these would materially not interfere with the best interest of Main Street Management Company's clients. In addition, the Code requires pre-clearance of many transactions, and restricts trading in close proximity to client trading activity. Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest

in the same securities as clients, there is a possibility that employees might benefit from market activity held by a client. Employee trading is continually monitored under the Code of Ethics by management, and to reasonably prevent conflicts of interest between Main Street Management Company and its clients.

Certain affiliated accounts may trade in the same securities with client accounts on an aggregated basis when consistent with Main Street Management Company's obligation of best execution. In such circumstances, the affiliated and client accounts will share commission costs equally and receive securities at a total average price. Main Street Management Company will retain records of the trade order (specifying each participating account) and its allocation, which will be completed prior to the entry of the aggregated order. Completed orders will be allocated as specified in the initial trade order. Partially filled orders will be allocated on a pro rata basis. Any exceptions will be explained on the Order.

Main Street Management Company's clients or prospective clients may request a copy of the Firm's Code of Ethics by contacting William E. Hayek by telephone (631) 653-0333. You may also write to us and request a copy. Please forward this request to Post Office Box 910, 711 Union Avenue, Aquebogue, New York 11931.

It is Main Street Management Company's policy that the Firm will not cross execute any principal or agency securities transactions for client accounts. Neither will Main Street Management Company cross trade between client accounts. Principal transactions are generally defined as transactions where an adviser, acting as principal for its own private account, or the account of an affiliated broker-dealer, buys from or sells any security to any of its contracted management clients. A principal transaction may also be deemed to have occurred if a security is cross-traded between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment adviser in relation to a transaction in which the investment adviser, or any person controlled by or under common control with the investment adviser, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transaction conditions may arise where an adviser is dually registered as a broker-dealer or has an affiliated broker-dealer.

## **Item 12 – Brokerage Practices**

Main Street Management Company uses **Charles Schwab and Co.** (CRD 5393) as its custodian for the major portion of its advisory business. It recommends clients use Charles Schwab and Co. When clients enter into a contract with Main Street Management Company, unless otherwise specified they are also electing to use Charles Schwab and Co. as their custodian. This is clearly addressed with every client.

Our decision to use Charles Schwab and Co. is based upon its ability to trade a large inventory of non-commissionable mutual funds that are a primary investment vehicle of Main Street Management Company. Further, its discounted brokerage fees for other investment vehicles are competitive with other brokerages. Main Street Management Company contends that the Charles Schwab and Co. operational and compliance support is superior to its competition. Charles Schwab and Co. offers complete custodial services, communications, which

maintain accurate current valuations of client portfolios, regulatory compliance support and research materials. Research and compliance support are benefits we receive without cost, so called “soft dollar benefits.” These benefits apply to all of our accounts, if appropriate. Except in a situation such as in a proprietary insurance product that may only be held at the company’s broker dealer, Main Street Management Company exclusively utilizes Charles Schwab and Company. Our policy in the utilization of a singular, primary custodian is conditioned on many levels for the protection of both the Adviser and the client. The client’s recognition and approval of the custodian selection is made a part of the written client contract. Since we are solely a management adviser and we do not accept contracted advisory positions, the client has the option to decline our services if disinclined to move their securities to our custodian, Charles Schwab & Company.

Charles Schwab & Co.’s policy and procedures for trade errors conform to our internal trade error policy. We believe it serves our clients’ best interest. From time-to-time, Main Street Management Company may make an error in submitting a trade order on the client’s behalf. When this occurs, we may place a correcting trade with the broker-dealer, which has custody of your account. If an investment gain results from the correcting trade, the gain will remain in your account. The gain would not remain in your account if the same error involved other client account(s) that should have received the gain in which case it is not permissible for you to retain the gain. The gain would also not remain in your account if we confer with you and you decide to forego the gain (e.g., due to tax reasons.) If the gain does not remain in your account and Schwab is the custodian, Schwab will donate the amount of any gain of \$100 and over to charity. If a loss occurs greater than \$100, Main Street Management Company will pay for the loss. If the loss is under \$100, or the gain is \$100 or over (if such gain is not retained in your account) Schwab will maintain the loss or gain – any gains under \$100 are used to minimize and offset Schwab’s administrative time and expense. Generally, if related trade errors result in both gains and losses in your account, they may be netted.

All custodians offer some type of operational service to advisors for employing the custodian’s services. They are operational in nature such as research. There is no pecuniary enticement. No additional incentive is offered to MSMC. As explained MSMC has selected Charles Schwab & Co. as its custodian based upon its extensive no-load mutual fund and no fee ETF/ ETN inventory, as well as many of its policies and procedures indicated in the ADV which benefit and protect our client as well as this Firm. Many of these attributes could possibly be received by other firms. Charles Schwab & Co has been allied to us for over thirty years. There is a comfort that such tenure provides as well as seamlessness in operations that benefits our Firm, MSMC, and our client.

Currently we manage the assets of variable annuities under a number of Insurance Companies. We also manage the assets of pension and profit sharing plans through insurance companies. These are proprietary products to each particular insurance company and must be maintained at the respective broker dealer for that insurance company.

In summary, we choose custodians for our clients’ assets, which have a standard of excellence, affordability, transparency, availability of a wide range of investment opportunities, twenty-four hour access by us and by our client, and responsive service.

## Item 13 – Review of Accounts

Accounts are reviewed on an ongoing basis. Accounts are updated with regard to position, realized and unrealized gains and losses, market valuation, current yield, yield to maturity, income recognized, percentage ranking, percentage holding, and class by industry, sector, and maturity.

**William E. Hayek** decides how all reviews will be performed to comply with all of the terms of each investment contract and the mission statement of Main Street Management Company.

Main Street Management Company utilizes Morningstar dbCams+ software for investment accounting, reports, portfolio accounting, and analysis. Assets are monitored on a daily basis with built in alarms to signal significant changes in an asset and account levels. Main Street Management Company is also currently employing on a test basis EMoney Advisor's software program to offer the clients increased access to their investments.

It is our policy to foster ongoing communications with our clients. We review client assets and share results with the client regarding their assets' performance as measured by the immediate previous quarter, the last year where applicable, and from the contract's inception. We request that we meet at least annually with each client to discuss the client's account performance with respect to his or her investment plan. It is our preferences to have our clients meet at our premises, at either office location. Occasionally we will travel to meet a client at their choice of location, but it is not our practice to foster this scenario. All of our records regarding any client and our activities in relationship to that client are easily accessible in our offices. It is a disservice to our client to efficiently address their needs when meeting at a remote location.

We are available to our clients to meet as often as necessary to assure that the client comprehends the goals and performance of his or her accounts. In addition to formal reports, Main Street Management Company sends our clients letters discussing current financial topics, changes in assets, and ideas under consideration for implementation. At any time a client requests our opinions, we attempt to respond in a timely and appropriate manner. In times of financial stress, we make every effort through letters, emails, and conference calls to inform them of our opinions. We monitor our telephones, faxes and email addresses 7 days a week. However, for many reasons, we believe that emails, instant messaging or any digitally produced messaging are not fail-safe methods of communication and open to corruption. Although effective and seemingly immediate means of conveyance, with hundreds of emails received daily, many of which are spurious in nature, we cannot insure that we receive all email communications. We advise all clients to call us directly, or write via U.S. mail or private carrier, for response to any issues for which they have immediate concerns that need to be addressed.

## Item 14 – Client Referrals and Other Compensation

**Greater New York Financial Consultants, Inc (GNYFC), and James Hyndman, CLU®, ChFC®, (CRD 855729)** and its agents act as a solicitor for Main Street Management Company under a SEC compliant Solicitors Agreement with Main Street Management Company. As noted in that agreement, the fee schedule paid to GNYFC is: 25% First Year Base Allocation, reduced to 10% in all subsequent years to the First Year, on the collected fee on an account that they have referred and has contracted with Main Street Management Company. They are also paid on any referred financial planning contract at the rate of 15% of the first year contracted invoice. A Disclosure

Statement, as well as a current ADV is provided to each prospective client. GNYFC has additionally executed a confidentiality agreement with Main Street Management Company.

## **Item 15 – Custody**

Main Street Management Company does not accept a custody style of accounts of client's assets or funds. It utilizes custodians approved by both the SEC and FINRA as the legal bodies to hold and maintain clients' assets and funds. Main Street Management Company does not allow for the receipt of cash or securities in its name, nor does it endorse such cash, checks, or vehicles in its name on behalf of clients. All client securities and liquid funds are delivered either by the client to the appropriate custodian, or by a custodian-to-custodian transfer.

Main Street Management receives reimbursement for fees and expenses withdrawn directly from the client's account by an agreement between the custodian and the client. This is in done in accordance with PA Regulation 303.042 which states as follows:

An investment adviser registered under section 301 of the act that has its principal place of business in this Commonwealth and has custody of client funds or securities shall maintain a minimum net worth of \$35,000 unless the investment adviser has custody solely as the result of one of the following:

- A) Has the authority to make withdrawals from client accounts maintained by a qualified custodian to pay its advisory fee and the investment adviser:
- B) Possesses written authorization from the client to deduct advisory fees from an account held by a qualified custodian.
- C) Sends the qualified custodian written notice of the amount of the fee to be deducted from the client's account.
- D) Sends the client a written invoice itemizing the fee, including any formulae used to calculate the fee, the time period covered by the fee and the amount of assets under management on which the fee was based.

In no manner may Main Street Management Company at any time withdraw funds or remove securities from a client's account. Further, under similar strict policies of the various custodians, this would never be allowed.

Custodians are, by IRS regulation, the source of a client's cost basis for any security. Our custodians provide clients with quarterly and/or monthly statements. We also provide clients with quarterly statements. Our statements may vary based on accounting procedures, reporting dates, or valuation methodologies of certain securities. We urge our clients to compare statements and feel free to contact us with concerns or questions.

## **Item 16 – Investment Discretion**

### **Discretion**

Our clients grant Main Street Management Company the authority to buy and sell securities on their behalf without obtaining consent prior to each transaction. Main Street Management Company is limited to buying or selling only those securities, which are in accordance with the investment plan that was mutually agreed upon with the client. If the investment manager believes that he must diverge from that plan, he may change strategies at any time before contacting the client. If a client has specifically excluded certain investments, the investment



manager may never transact business in those securities for that particular client if that was agreed upon and contained in writing.

When selecting securities and determining asset classes, Main Street Management Company observes the investment policies, limitations and restrictions of the client for which it advises. For registered investment companies, Main Street Management Company's authority to trade securities may also be limited by certain federal securities and tax laws that require diversification of investments and favor the holding of investments once made.

Investment guidelines and restrictions must be provided to Main Street Management Company in writing. Main Street Management Company uses its best effort to provide fairness and equality in its trading allocation on an equitable basis.

### **Item 17 – Voting Client Securities**

We no longer accept authority to vote client securities. It is the client's choice to vote their own proxies. Most of our clients in the past elected to have Main Street Management Company vote their proxies. We are eliminating those past instructions with our custodian. Our policy was to vote with management. We recognize possible conflicts of interest between policy and a client's preference on a particular proxy vote. We followed a clients' direction regarding voting. We discuss proxy voting with clients when they sign contracts. If there is a possible conflict or any matter out of the ordinary, we contact our clients in writing or by phone to update them and to receive their input. We do not have direct involvement in corporate boards. We rarely buy individual securities, unless that security is deemed by us to be the best access to an investment opportunity. Clients may request a copy of our proxy voting policies and procedures. Clients may also obtain information from us about how we voted any proxies on behalf of their account(s).

### **Item 18 – Financial Information**

As a Registered Investment Adviser, we are required to provide you with certain financial information or disclosures about Main Street Management Company's financial condition. Main Street Management Company has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding. It calculates daily its Net Capital as required by the SEC regulations. Independent auditors who have the obligation to report any changes in the financial condition of the Company audit us regularly throughout the year. A copy of the most current financial statement may be reviewed on premises in either office.

### **Item 19 – Requirements for State-Registered Advisers** **Educational Requirements**

In order for an employee to provide investment advice to clients as an advisor representative of MSMC, they must have successfully completed the FINRA Series 65 Exam and have at least one or more of the following qualifications:

- Bachelor's Degree in Business, Finance or Economics

- FINRA Series 7/ 65 or 66 Licenses
- Five Years Financial/ Economic Business Experience

## Advisor Representative Education & Business Background

**William Edward Hayek** was born in 1947. He received his B.S., from Seton Hall University, in 1969, an MBA Economics, from Farleigh Dickinson University in 1972, MS Finance, from Bucknell University in 1974 and Post Graduate Fiduciary Law from Northwestern University in 1976. He holds FINRA Series securities approval 7/ 24/ 63/ 65, and insurance licensing in Life, Health, Annuity, Variable Annuity and Long term care. His CRD # is 1523209. He is currently enrolled in the Charter Financial Analyst Institute graduate program, candidate license # 328662. Currently he is an associate member of the New York Society of Security Analysts.

Mr. Hayek was/ is affiliated with the following broker dealers to maintain his FINRA licensing:

11/1987 – 6/1992	Main Street Management Company, Wallingford, CT (CRD 547)
6/1992 – 5/2001	Securities Service Network, Knoxville TN (CRD 13318)
5/2001 – 1/2007	Northeast Securities, Inc, Mitchel Field, NY (CRD 25996)
1/2009 – 7/2009	Westco Investment Corp.
<b>11/1987 – Present</b>	<b>Main Street Management Company, RIA (CRD 111736)</b>
<b>3/2011 – 2/2022</b>	<b>Coastal Equities, Inc. (CRD 23769)</b>

Mr. Hayek has been the President and an Investment Adviser Representative with Main Street Management Company since November 1987.

**Keith J. Furio** was born in 1974. Keith will fill a dual role in his relationship with our Firm. He will be an investment adviser representative for Main Street Management Company. Keith also will manage the development and marketing of our FINRA regulated brokerage service, Coastal Equities, Inc. He will also act as an investment adviser representative for Coastal Equities Advisors.

Keith has successfully completed FINRA Series 7 on March, 2005, and Series 66 on April, 2005. He is licensed in Life, Health, Annuity, Variable Annuity, and Long Term Care. His CRD is 4869341. He received the designation of CRPC (Charter Retirement Planning Counselor) in 2006. He graduated from St. Joseph's College in June, 2006, completing his BA degree in Business Administration.

He resides with his wife, Tammy and their three sons, Michael, Jonathan, and Timothy in Wading River, N.Y. He joined Main Street Management Company on February 13, 2012. He is a member of the Riverhead chapter of Rotary International. Keith is active in the community as an active member of the local Boy Scout Troop.

1/2005 – 5/2009	American Express Financial Advisors, Islandia, NY (CRD 6363)
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1/2005 – 5/2009	IDS Life Insurance Company, Islandia, NY (CRD 6321)
6/2009 – 2/2012	American Portfolios Financial Services, Holbrook, NY (CRD 18487)
<b>2/2012 – Present</b>	<b>Main Street Management Company, RIA (CRD 111736)</b>
<b>3/2012 – Present</b>	<b>Coastal Equities, Inc. (CRD 23769)</b>

# MAIN STREET MANAGEMENT COMPANY

(CRD 111736)

711 Union Avenue  
P.O. Box 910  
Aquebogue, NY 11931

(631) 653-0333

## 2024 Firm Brochure Form ADV Part 2B Brochure Supplement

**Annual Report Filed as of December 31, 2023**

### Item1 – Cover Page

*This brochure supplement provides information about the following individuals:*

**William E. Hayek**, Managing Principal

Offices for these individuals are located at:

711 Union Avenue  
PO Box 910  
Aquebogue, New York 11931  
(631) 653-0333

This information is included in our Main Street Management Company's Part 2A brochure, which is offered to clients annually. If you wish to receive a complete copy, please contact William E. Hayek at the aforementioned address. You may also contact Mr. Hayek by calling (631) 653-0333.

Additional information regarding these individuals is available on the SEC's website:  
**[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)**

### Item 2- Educational Background and Business Experience

**William E. Hayek, Managing Principal, Chief Investment Officer**

Born: August 24, 1947

Mr. Hayek received his B.S., from Seton Hall University, in 1969, an MBA in Economics, from Farleigh Dickinson University in 1972, MS Finance, from Bucknell University in 1974 and Post Graduate Fiduciary Law from Northwestern University in 1976. He holds FINRA Series securities approval 7/ 24/ 63/ 65, and insurance licensing in Life, Health, Annuity, Variable Annuity and Long term care. His CRD # is 1523209. He is currently enrolled in the Charter Financial Analyst Institute graduate program, candidate license # 328662. Currently he is an associate member of the New York Society of Security Analysts.

Mr. Hayek was/ is affiliated with the following broker dealers to maintain his FINRA licensing:

11/1987 – 6/1992	Main Street Management Company, Wallingford, CT (CRD 547)
6/1992 – 5/2001	Securities Service Network, Knoxville TN (CRD 13318)
5/2001 – 1/2007	Northeast Securities, Inc, Mitchel Field, NY (CRD 25996)
1/2009 – 7/2009	Westco Investment Corp.
<b>11/1987 – Present</b>	<b>Main Street Management Company, RIA, Dover, PA (CRD 111736)</b>
<b>3/2011 – Present</b>	<b>Coastal Equities, Inc. (CRD 111736)</b>

Mr. Hayek has been the President and the Managing Principal, Chief Investment Officer and an Investment Adviser Representative with Main Street Management Company since November, 1987.

### **Item 3- Disciplinary Information**

We do not have any legal, financial, or other disciplinary item/s to report for Mr. Hayek, Mr. Furio or Mrs. Utecht.

### **Item 4- Other Business Activities**

**William E. Hayek** – Mr. Hayek holds FINRA Series securities approval 7/ 24/ 63/ 65, and multistate insurance licensing in Life, Health, Annuity, Variable Annuity and Long term care. His CRD # is 1523209.

**Keith J. Furio** - Keith has successfully completed FINRA Series 7 on March, 2005, and Series 66 on April, 2005. He is multistate licensed in Life, Health, Annuity, Variable Annuity, and Long Term Care. His CRD # is 4869341.

### **Item 5- Additional Compensation**

Neither Main Street Management Company nor any of its members or employees receives additional compensation from third parties in connection with providing investment advice to clients of this Firm.

### **Item 6- Supervision**

As Managing Principal, William E. Hayek has the ultimate responsibility for the supervision of this Firm's activities, as well as the investment advice offered to its clients. If you would like to contact Mr. Hayek regarding his supervisory role, he can be reached at (631) 653-0333 Aquebogue, New York address.

# **MAIN STREET MANAGEMENT COMPANY**

**(CRD 111736)**

**Eight North Main Street  
Dover, PA 17315-0189  
&  
711 Union Avenue  
P.O. Box 910  
Aquebogue, NY 11931**

**(717) 292-7440/ (631) 653-0333**

## **2022 Firm Brochure Form ADV Part 2B Brochure Supplement Annual Report as of December 31, 2022**

*This brochure supplement provides information about the following individuals:*

**Keith J. Furio**, Investment Adviser Representative

Offices for these individuals are located at:

**711 Union Avenue  
PO Box 910  
Aquebogue, New York 11931  
(631) 653-0333**

This information is included in our Main Street Management Company's Part 2A brochure, which is offered to clients annually. If you wish to receive a complete copy, please contact William E. Hayek at the aforementioned address. You may also contact Mr. Hayek by calling (631) 653-0333.

Additional information regarding these individuals is available on the SEC's website:  
**[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)**



## **Item 2- Educational Background and Business Experience**

### **Keith J. Furio, Investment Adviser Representative**

Born: July 8, 1974

Keith fills a dual role in his relationship with our Firm. He will be an investment adviser representative for Main Street Management Company. Keith also will manage the development and marketing of our FINRA regulated brokerage service, Coastal Equities, Inc. He will also act as an investment adviser representative for Coastal Equities Advisors.

Keith has successfully completed FINRA Series 7 on March, 2005, and Series 66 on April, 2005. He is licensed in Life, Health, Annuity, Variable Annuity, and Long Term Care. His CRD is 4869341. He received the designation of CRPC (Charter Retirement Planning Counselor) in 2006. He graduated from St. Joseph's College in June, 2006, completing his BA degree in Business Administration.

He resides with his wife, Tammy and their three sons, Michael, Jonathan, and Timothy in Wading River, N.Y. He joined Main Street Management Company on February 13, 2012. He is a member of the Riverhead chapter of Rotary International. Keith is active in the community as both a Little League baseball coach and an active member of the local Riverhead Cub Scout Pack.

1/2005 – 5/2009	American Express Financial Advisors, Islandia, NY (CRD 6363)
1/2005 – 5/2009	IDS Life Insurance Company, Islandia, NY (CRD 6321)
6/2009 – 2/2012	American Portfolios Financial Services, Holbrook, NY (CRD 18487)
<b>2/2012 – Present</b>	<b>Main Street Management Company (RIA), Dover, PA (CRD 111736)</b>
<b>2/2012 – Present</b>	<b>Coastal Equities, Inc. (CRD 23769)</b>

### **Item 3- Disciplinary Information**

We do not have any legal, financial, or other disciplinary item/s to report for Mr. Hayek, Mr. Furio

### **Item 4- Other Business Activities**

**Keith J. Furio** - Keith has successfully completed FINRA Series 7 on March, 2005, and Series 66 on April, 2005. He is multistate licensed in Life, Health, Annuity, Variable Annuity, and Long Term Care. His CRD # is 4869341.

### **Item 5- Additional Compensation**

Neither Main Street Management Company nor any of its members or employees receive additional compensation from third parties in connection with providing investment advice to clients of this Firm

### **Item 6- Supervision**

As Managing Principal, William E. Hayek has the ultimate responsibility for the supervision of this Firm's activities, as well as the investment advice offered to its clients. If you would like to contact Mr. Hayek regarding his supervisory role, he can be reached at (631) 653-0333, or you may write to him at the either the Firm's Dover, Pennsylvania or Aquebogue, New York address.