

## Berman McAleer

Berman McAleer, LLC is a registered investment adviser with the Securities and Exchange Commission and provides investment advisory accounts and services, rather than brokerage accounts and services. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://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?

We offer portfolio management services on a discretionary basis. If you engage us for portfolio management services, we will meet with you to develop a portfolio customized to your specific needs and monitor your accounts on an ongoing basis. Your portfolio may be comprised of a mix of domestic and foreign equities, fixed income securities, exchange traded funds and mutual funds, and is not limited to any specific products or types of investments. If any changes are needed to your investments, we will make the changes. You grant us discretionary authority by signing our Investment Advisory Agreement. With this authority we can affect transactions on your behalf without first having to seek your consent for each transaction. You may request reasonable limitations on this authority. We will monitor these accounts and make changes as we deem necessary. The minimum relationship opening balance is \$1,500,000, which is negotiable at our discretion.

We also prepare comprehensive financial plans, under a financial planning engagement, to assist you in reaching your financial goals. We will discuss your financial goals with you and compare your current financial situation with your stated objectives. If requested, we may provide additional consulting services to you. These services are not financial planning services as we do not provide a written report or conduct a comprehensive analysis of your financial position.

For more detailed information about our services, please see Items 4 and 7 of our ADV Part 2A.

#### Conversation Starters:

- Given my financial situation, should I choose an investment advisory 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 portfolio management services, you will pay an ongoing fee based upon a percentage of the market value of the assets being managed ("Advisory Fee"). Advisory Fees are calculated and paid monthly in advance based on the value of the account the last day of the prior month. Additions and withdrawals over the course of the month will not result in additional fees being charged or refunded. Upon termination of the Investment Advisory Agreement, the accounts will be refunded on a pro-rata basis for the number of days left in the month. All Advisory Fees are negotiable at our discretion, but the Advisory Fee will not exceed 1.40% of the total assets you place under our management, including a supplemental fee of 0.40% added to clients with total assets under management less than our \$1,500,000 minimum.

We have a separate fee schedule for management of 529 plans and their underlying investments. The Advisory Fee for these investments is 0.50% annually, regardless of the size of the account(s) or other portfolio assets.

For financial planning and consulting services, you will pay an initial flat fee of at least \$3,500 which will be quoted to you in advance based upon the complexity of your planning. Hourly fees may be charged for specific engagements outside the normal scope of our financial planning engagement. Hourly fees range from \$450-\$700/hour. Our planning fees are negotiable based on the scope and complexity of the engagement with the client.

Certain additional charges are not included in our Advisory Fees and must be paid separately by you. Examples of these additional charges include, but are not limited to, wire transfer fees, brokerage commissions, transaction charges, handling fees, custodial fees, services charges, ticket charges, or other similar charges, if any. Clients will also typically pay, indirectly, charges imposed by the manager of a mutual fund, index fund, or exchange traded fund, which shall be disclosed in the fund's prospectus. Examples include fund management fees, excess trading fees, annuity fees, IRA and qualified retirement plan fees, and other fund expenses. Clients may also be responsible for

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mark-ups and mark-downs on fixed income trading, spreads paid to market makers, wire transfer fees, ADR fees, overnight check fees, close-out fees, activity assessment fees and taxes on accounts and transactions.

Please be aware that 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 detailed information about our fees and costs, please see Item 5 of our ADV Part 2A.

Our receipt of Advisory Fees for managing client accounts results in several conflicts of interest. For example, with asset-based fees, the more assets there are in a client's advisory account, the more a client will pay in asset-based fees, and we therefore have an incentive to encourage clients to increase the assets in their accounts. Please review Items 5 and 10 of our ADV Part 2A for detailed descriptions of conflicts of interest and how we address them.

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 Adviser? How Else Does Your Firm Make Money and What Conflicts of Interest Do You Have?

*When we act as your investment adviser, we must 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:*

- Some of our IARs are licensed to sell insurance related products with various insurance companies. IARs in such cases will earn typical and customary commission for the sale of insurance products purchased. This represents a conflict of interest in that IARs may recommend purchasing insurance products based on compensation rather than on the needs of the client. To mitigate this conflict of interest, we require all representatives who are licensed to offer insurance products to our clients to assure that the issuing insurer reviews the potential sale of any products for the purpose of determining adherence to applicable insurance suitability standards. We fully disclose to a client when a particular transaction will result in the receipt of commissions or other associated fees and we require all representatives to seek prior approval of any outside employment activity so that we may ensure that any conflicts of interest in such activities are properly disclosed. Insurance products may be available through other channels, and the client is not obligated to purchase products recommended by our representatives.

Conversation Starter:

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

### How Do Your Financial Professionals Make Money?

Our IARs are compensated via salary and discretionary bonuses from the revenue earned by the Firm for advisory services. We do not pay incentives based on the number of clients or assets attributable to an IAR. IARs who are also owners of the Firm also earn distributions from Firm profits. Factors that influence an IARs salary include, years of experience, technical skills, management functions, etc.

### Do You or Your Financial Professionals Have Legal or Disciplinary History?

No. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research Berman McAleer and our financial professionals.

Conversation Starter:

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

For more information about our investment advisory services or to request the most current version of this relationship summary, please go to [FIRM URL WHERE CRS IS POSTED AND UPDATED] or call our office at (410)-560-9960.

Conversation Starter:

- 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?



Scan this QR code to read our Form ADV Part 2A