

REB CAPITAL MANAGEMENT, LLC
FORM CRS – CUSTOMER RELATIONSHIP SUMMARY – MARCH 2024

Item 1. Introduction

REB Capital Management, LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser. 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](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment adviser, and investing.

Item 2. Relationships and Services

What investment services and advice can you provide me?

REB Capital provides discretionary investment management services to institutional investors with separately managed accounts. However, upon request and at the sole discretion of the firm, these services can be provided to retail investors. Investment portfolios are managed consistent with our investment philosophy, process, and strategy. Portfolios can be tailored for the retail investors and retail investors may impose reasonable restrictions on the management of their holdings.

Discretionary. Providing discretionary services means, we will determine the following without consulting you, in advance: the securities to be bought or sold; the amount of securities to be bought or sold; the broker or dealer to be used for a purchase or sale of securities; and the commission rates to be paid to a broker or dealer for your securities transactions.

Monitoring. Our portfolios, accounts, and their holdings are monitored on a frequent basis to evaluate and assess, among other things, investment performance, sensitivity to market changes, and whether the portfolios continue to meet certain established investment criteria.

Limited Investment Offerings. Our discretionary investment advisory services are limited, typically, we will seek capital appreciation and income by investing principally, but not solely, in financial services and related sector equity securities that are traded in emerging markets, the United States, or other public markets. We may also invest in fixed income securities and other debt instruments, purchase securities on margin, trade in publicly traded and over-the-counter options, invest in foreign currency markets, and engage in hedging and other investment strategies.

Account Minimums and Other Requirements. Generally, REB offers investment advisory services to persons who are at a minimum “accredited investors” and “qualified clients” as defined by the SEC. If REB charges a Performance Fee on a separately managed account, the retail investor will be required to meet the definition of a “qualified client” pursuant to [Rule 205-3](#).

Additional information. Please see Form ADV, Part 2A brochure (Items 4 and 7 of Part 2A) which can be found at <https://adviserinfo.sec.gov/firm/summary/301890> and clicking on Part 2 Brochures.

Conversation Starters. Ask your financial professional—

- **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?**

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Description of Principal Fees and Costs: For our discretionary investment advisory services, we will charge an annual management fee with respect to each separately managed account of up to one and a half percent (1.5%) (0.375% per calendar quarter) on the value of the separately managed account (the “Management Fee”). The Management Fee is payable quarterly, based on the NAV of the separately managed account at the beginning of the calendar quarter. Calculation details will more fully described in the retail investor’s investment advisory agreement.

If additional capital is contributed to the separately managed account, or the separately managed account is funded after the beginning of a quarter, the amount of the Management Fee attributable to such capital for that quarter shall be prorated on a time-weighted basis. This asset-based fee means that the more assets that we manage for you, the more you will pay in fees, this gives us an incentive to encourage you to increase the assets managed by the firm.

REB will charge its separately managed accounts a Performance Fee, as well. If a retail investor is charged a Performance Fee, the method and manner of calculation will be detailed in the retail investor’s investment advisory agreement. Performance-based-compensation creates conflicts of interest including but not limited to creating an incentive to make riskier investments, additionally, it is, generally, calculated at a single point in time, so it is not representative of the performance throughout the contract.

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Description of Other Fees and Costs: In addition to Management Fees and Performance Fees, retail investors will bear directly and indirectly various costs and expenses including but not limited to legal, tax, accounting, audit, administration and custody fees and expenses; commissions, clearing and brokerage fees; interest and other costs on margin accounts or other borrowings; borrowing charges on securities sold short; costs for research and data services; fees to government regulatory agencies; bank fees and other expenses including, without limitation, the costs of participation in any litigation.

Additional Information. 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. Please see Form ADV, Part 2A brochure (Items 5.A., B., C., and D of Part 2A) which can be found at <https://adviserinfo.sec.gov/firm/summary/301890> and clicking on Part 2 Brochures.

Conversation Starter. Ask your 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 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 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.

The firm manages a private fund which also charges a Management Fee and Performance Fee, these fees vary from the fees charged to retail investors. This creates an incentive for the firm to favor the client for which it receives higher fees. The firm addresses this conflict of interest by maintaining allocation policies and procedures designed to ensure that the private fund and retail investors are treated fairly over time.

Conversation Starter. Ask your financial professional—

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

Additional information. Please see Form ADV, Part 2A brochure which can be found at <https://adviserinfo.sec.gov/firm/summary/301890> and clicking on Part 2 Brochures.

How do your financial professionals make money?

Our financial professionals are owners of the firm and are compensated based upon the profitability of the firm. Compensation is based the revenue the firm earns. With this compensation structure, the more assets there are in your account, the more you will pay in fees, and the firm's financial professionals may therefore have an incentive to encourage you to increase the assets in your account.

Item 4. Disciplinary History

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

No. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter. Ask your financial professional—

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

Item 5. Additional Information

For additional information about our services, please see Form ADV, Part 2A brochure which can be found at <https://adviserinfo.sec.gov/firm/summary/301890> and clicking on Part 2 Brochures. If you would like additional, up-to-date information or a copy of this disclosure, please call (214) 572-8916.

Conversation Starter. Ask your 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?