

Form CRS Customer Relationship Summary – March 31st, 2023

Schaffer & Company Asset Management, Inc.

Schaffer & Company Asset Management, Inc. is registered with the Securities & 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 advisers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors. We design and implement investment strategies utilizing equities, fixed income securities, exchange traded funds, mutual funds, commodities, options, and alternative investments to help achieve your investment goals. We monitor and rebalance your accounts on an ongoing basis and communicate with you periodically (but no less than annually). We primarily offer advisory accounts for which we exercise investment discretion, i.e. discretionary accounts, and accounts for which we do not exercise investment discretion, i.e., non-discretionary accounts. A discretionary account allows us to buy and sell investments in your account, without asking you in advance, but in compliance with your risk tolerance and investment objectives. In very limited cases, a non-discretionary account which we will provide upon request, trades are executed only after receiving your approval and investment advice will be given upon request.

For Additional Information, please see our Form ADV Part 2 Brochure, specifically Items 4 and 7 of Part 2A.

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?

What fees will I pay?

Advisory fees for portfolio management are based on **percentage of total assets under management**. This annual percentage is payable monthly. Please see Item 5 of our Form ADV Firm Brochure for the standard fee schedule. Your individual advisory agreement will indicate your fee percentage. The more assets there are in your advisory account, the more you will pay in fees and therefore we may have an incentive to encourage you to increase the assets in your account. Other services, such as financial planning, shall be billed at \$270 per hour or a fixed fee established prior to engagement.

You may incur brokerage commissions, transaction fees, and administrative charges imposed by custodians and broker-dealers.

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.

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.

We may use the same strategy for our personal investment accounts that we do for your investment advisory accounts and effect transactions in our personal investment accounts at the same time as you as part of a block trade. However, our Chief Investment Officer reviews every trade made by our employees in personal investment accounts to ensure there is no conflict with your investment advisory account. Our employees are monitored for their adherence to our employee trading policy which is in place to protect the best interests of our clients.

For additional information about any conflicts of interest, please refer to our Form ADV Part 2A.

Conversation Starter. Ask your financial professional:

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

How do your financial professionals make money?

Our financial professionals are compensated in the following ways: Cash compensation in the form of an annual salary. Our employees do not get paid on commissions nor investment performance bonuses.

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

No. Visit [Investor.gov/CRS](https://www.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?

For additional information about our services, please see <https://www.gregoryschaffer.com/>. If you would like additional, up-to-date information or a copy of this disclosure, please call 585-621-3300.

Conversation Starter. Ask your financial professional:

Who is my primary contact person? Is he or she a representative of an investment adviser or a brokerdealer? Who can I talk to if I have concerns about how this person is treating me?

Your primary contact person is our CEO, President Gregory Lee Schaffer and he can be reached at gschaffer@gregoryschaffer.com , 585-621-3300 Ext 111.

Our Chief Compliance Officer, David M. Cocuzzi can address any concerns as well and he can be reached at dcocuzzi@gregoryschaffer.com or 585-621-3300 Extension 181.