

Introduction	<p>Reik & Co., LLC ("Reik & Co." or "Firm" or "We") maintains registration with the Securities and Exchange Commission as an Investment Adviser.</p> <p>Investment advisory services and fees differ from that of brokerage services and fees. It is important for the retail investor to understand the difference. Our firm provides investment advisory services. Our firm does not provide brokerage services. This document gives you a summary of the types of services we provide and how you pay. Please ask us for more information.</p> <p>If you would like to learn more, free and simple tools are available to research firms and financial professionals at, https://www.investor.gov/CRS which also provides educational materials about broker-dealers, investment advisers, and investing.</p>								
What investment services and advice can you provide me?	<p>Our firm provides investment management and continuous monitoring under the <i>Select Investor</i> portfolio for retail clients. <i>Select Investor</i> is an equity strategy based on creating capital through long-term investment in high quality companies. Company selection criteria include significant family or inside ownership; a strong franchise; little or no long-term debt and little or no institutional ownership. We may invest in other companies apart from the ones with the characteristics in our strategy. Our firm offers these services on either a discretionary basis or a non-discretionary basis. A "discretionary basis" means that we will make the ultimate investment decisions without your consent. Conversely, you may opt for our firm to recommend investments to you and you will make the ultimate decision regarding the purchase or sale of investments (non-discretionary). Reik & Co. will render its investment advice via personal consultation with each client.</p> <p>Portfolios are constructed with concentrated positions and are subject to greater performance and volatility than broader market averages. The strategy employs very low portfolio turnover, emphasizing compounded return rather than realization of capital gains. Our strategy focuses specifically on exchange traded securities and does not employ other types of securities to achieve our goals. Clients may choose to impose reasonable restrictions on investing in certain securities or types of securities. Although not a requirement, Reik & Co. recommends that clients provide a minimum asset level for new Select Investor accounts of \$500,000.</p> <p>For additional information about our services or how we invest, please review our firm's Form ADV, Part 2A Disclosure Brochure, Items 4, 7 and 8. You can obtain our latest copy by contacting us by the phone or by email information found below.</p> <p>CONVERSATION STARTERS. CONSIDER ASKING YOUR FINANCIAL PROFESSIONAL THESE QUESTIONS:</p> <p><i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i></p> <p><i>How will you choose investments to recommend to me?</i></p> <p><i>What is your relevant experience, including licenses, education, and other qualifications?</i></p> <p><i>What do these qualifications mean?</i></p>								
What fees will I pay?	<p>For investment management services, you will pay an on-going, asset-based fee. Fees will be payable in arrears at the conclusion of each quarter in which services are rendered and will be based upon the market value of the assets managed by Reik & Co. as follows:</p> <table><tr><td>Annual Rate</td><td>Assets under Supervision</td></tr><tr><td>1.00%</td><td>First \$5,000,000</td></tr><tr><td>0.75%</td><td>Next \$5,000,000</td></tr><tr><td>0.50%</td><td>Over \$10 million</td></tr></table> <p>Fees are negotiable in that fees may vary from the above schedule to reflect special client circumstances, which may apply to a specific account. Please contact us if you have questions or concerns about our fees or your account.</p> <p>Clients should be aware that the advisory fee does not include transfer fees, margin interest, and any commissions on transactions. Any specialized custodial account charges, such as IRA account fees, are also charged to you by the qualified custodian. Please see Items 5 and 12 of our firms' ADV Part 2A for additional information regarding these expenses. For most clients, we ask you to sign a written authorization to have fees directly debited from your account(s) held at the qualified custodian.</p>	Annual Rate	Assets under Supervision	1.00%	First \$5,000,000	0.75%	Next \$5,000,000	0.50%	Over \$10 million
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<p>What fees will I pay? (Continued)</p>	<p>When our firm charges you an “asset-based” fee, you should be aware that the more assets that are in your retail account, the more you will pay in fees. Therefore, the firm has an incentive to encourage you to increase the assets in your account. One example of this is encouraging a client to roll over their 401(k) assets into an account that the advisor can manage and thereby earn an asset-based fee. You are never under any obligation to add new assets to your account.</p> <p>Reik & Co. also provides, in limited circumstances, advisory services on a fixed annual advisory fee basis which is billed on a quarterly basis in arrears, as agreed upon with the client in writing. A fixed annual fee will be based upon the level of services, amount of client portfolio assets and other client specific circumstances and agreed upon with the client. The firm does not require a retainer when accepting a fixed fee arrangement.</p> <p>For more information about our fees and to review our fee schedules, please see Item 5 Fees, of our firm’s ADV Part 2A.</p> <p>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.</p> <p>CONVERSATION STARTERS. CONSIDER ASKING YOUR FINANCIAL PROFESSIONAL THESE QUESTIONS: 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?</p>
<p>What are your legal obligations to me when acting as my investment adviser?</p>	<p>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 affect the recommendations, we provide you. Here are some examples to help you understand what this means.</p>
<p>How else does your firm make money and what conflicts of interest to you have?</p>	<p>Our firm has a duty to disclose all potential conflicts to you. Our firm has disclosed conflicts and potential conflicts of interest in the Firm Disclosure Brochure, Form ADV Part 2A, Items 10, 11, 12 and 14. The ADV Part 2B Supplement talks about your financial professional and outlines specific conflicts regarding that individual. You can obtain a copy of your financial professional’s ADV Part 2B Supplement by contacting as noted below. Please be sure to review these pieces carefully and contact us with any questions or concerns.</p> <p>Brokers or dealers that Reik & Co. selects to execute transactions may from time to time refer clients to Reik & Co. Reik & Co. will not make commitments to any broker or dealer to compensate that broker or dealer through brokerage or dealer transactions for client referrals; however, a potential conflict of interest arises between the client’s interest in obtaining best price and execution and Reik & Co.’s interest in receiving future referrals.</p>
<p>How do your financial professionals make money?</p>	<p>We pay our financial professionals in two ways. Some of our financial professionals are paid a salary and are eligible to receive a year-end bonus for general work performance and overall firm profitability. Certain financial professionals associated with our advisory services receive a portion of the management fee that we receive on the assets we manage for you. This provides an incentive because the more your portfolio with our firm grows, whether because of market performance or additional assets under management, the greater your advisor’s compensation will be.</p> <p>For more information about your financial professional’s activities and education, review the individual’s ADV Part 2B Supplement.</p> <p>CONVERSATION STARTERS. CONSIDER ASKING YOUR FINANCIAL PROFESSIONAL THESE QUESTIONS: How might your conflicts of interest affect me and how will you address them?</p>
<p>Do you or your financial professionals have legal or disciplinary history?</p>	<p>No. For a free and simple tool to research the firm or its financial professionals please see Investor.gov/CRS.</p> <p>CONVERSATION STARTERS. CONSIDER ASKING YOUR FINANCIAL PROFESSIONAL THESE QUESTIONS: As a financial professional, do you have any disciplinary history? For what type of conduct?</p>
<p>Additional Information</p>	<p>Additional information on our firm can be found at: https://adviserinfo.sec.gov/. You can obtain a copy of this relationship summary, or any other up-to-date information, upon request and free of charge by contacting us at: 212-262-4441 or Email: ampierno@reikandco.com.</p> <p>CONVERSATION STARTERS. CONSIDER ASKING YOUR FINANCIAL PROFESSIONAL THESE QUESTIONS: 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?</p>