



World Choice Securities, Inc. Form CRS, Relationship Summary, February 1, 2024

Introduction

World Choice Securities, Inc. (WCS) member FINRA, SIPC is a Securities and Exchange Commission Registered Broker-Dealer and State Registered Investment Advisor. Brokerage and investment advisory services and fees differ and that is important for the retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing. Investment and insurance products we offer are not insured by the FDIC or any other federal government agency, are not deposits or other obligations of, or guaranteed by, a bank or any bank affiliate, and are subject to investment risks, including possible loss of the principal amount invested.

Relationships and Services

"What investment services and advice can you provide me with?"

There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you. Depending on your needs and investment objectives, we can provide you with services in a brokerage account, investment advisory account, or both at the same time. This document gives you a summary of the types of services we provide and how you pay. Please ask us for more information if needed and there are some suggested questions throughout this Summary for you to ask. In both our brokerage services and investment advisory services, we offer and recommend a wide range of investments including but not limited to: mutual funds, stocks, bonds, exchange traded funds (ETFs), options, fixed income securities, certificates of deposit (CDs), unit investment trusts (UITs), structured notes, variable annuities, and variable life insurance, including investments or other products that we issue, sponsor, provide or manage ("proprietary products"), as well as investments from unaffiliated third-parties. We do not limit our investment offerings or recommendations to proprietary products, specific asset classes, or to those with third-party compensation arrangements, though we expect to receive compensation from third parties in connection with most of the investments we offer, including, in particular, mutual funds, variable annuities, and cash sweep options. We have no requirements or account minimums to open or maintain an account or establish a relationship but some of the investments you may purchase through us have minimum investment requirements. The companies that custody your account assets will deliver account statements to you at least quarterly in paper or electronically. Our accounts and services fall into two types of relationships or categories, Broker-Dealer Services and Investment Adviser Services. **The following information is regarding our Broker-Dealer Services.**

- ★ If you open a brokerage account, you will pay us a **transaction-based fee**, generally referred to as a commission, every time you buy or sell an investment.
- ★ You may select investments, or we may recommend investments for your account, but the ultimate investment decision for your investment strategy and the purchase or sale of investments will be yours. We recommend investments based on information you provide to us in your account information form including but not limited to your investment objective, risk tolerance, investment time horizon and liquidity needs,
- ★ We do not monitor your brokerage account investments for you. This means that you are responsible for reviewing your account and investments to make sure your investment mix is appropriate for you and for deciding whether to follow our investment recommendations.
- ★ We offer a large selection of investments but not every investment is available, so you have a limited selection of investments. Other firms could offer a wider range of choices, some of which might have lower costs.

Conversation Starters: *"Given my financial situation, should I choose investment advisory services or brokerage services or both? 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?"*

Fees, Costs, Conflicts and Standard of Conduct

"What fees will I pay?"

★ "When we provide you with a recommendation as your broker dealer or 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 recommendations and investment advice we provide you with. Here are some examples to help you understand what this means."

★ **Transaction-based fees.** You will pay us a fee every time you buy or sell an investment. This fee, commonly referred to as a commission, is based on the specific transaction and not the value of your account. With stocks or exchange traded funds, this fee is usually a separate commission. With other investments, such as bonds, this fee might be part of the price you pay for the investment (called a **"mark-up"** or **"mark down"**). With mutual funds, this fee (typically called a

“load”) reduces the value of your investment.

★ Some investments (such as mutual funds and variable annuities) impose additional fees that will reduce the value of your investment over time. Also, with certain investments such as variable annuities, you may have to pay fees such as **“surrender charges”** to sell the investment.

★ Our fees vary and are negotiable. The amount you pay will depend, for example, on how much you buy or sell, what type of investment you buy or sell, and what kind of account you have with us.

★ We and/or our custodians charge you additional fees, such as custodian fees, account maintenance fees, account inactivity fees, and non-standard asset fees.

★ The more transactions in your account, the more fees we charge you. We therefore have an incentive to encourage you to engage in transactions.

★ From a cost perspective, you may prefer a transaction-based fee if you do not trade often or if you plan to buy and hold investments for longer periods of time.

★ In both brokerage and advisory accounts 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.

“What are your legal obligations to me when providing recommendations as my broker-dealer or when acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?”

★ When we provide you with a recommendation, we must act in your best interest and not place our interests 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 recommendations we provide you. Here are some examples to help you understand what this means.” When we recommend an investment or an investment strategy involving securities. When we provide any services to you, we must treat you fairly and comply with several specific obligations. Unless we agree otherwise, we are not required to monitor your portfolio or investments on an ongoing basis.

★ Our interests can conflict with your interests. When we provide recommendations, we must eliminate these conflicts or tell you about them and in some cases reduce them. Here are some examples to help you understand what this means.

“How do your financial professionals make money?”

★ We can make extra money by selling you certain investments such as RBC investments and services, either because they are managed by someone related to our firm or because they are offered by companies that pay our firm to offer their investments. Your financial professional also receives more money if you buy these investments.

★ We have an incentive to offer or recommend certain investments, such as RBC because the manager or sponsor of those investments shares with us the revenue it earns from those investments.

★ We can buy investments from you, and sell investments to you, from our own accounts (called **“acting as principal”**). We can earn a profit from these trades, so we have an incentive to encourage you to trade with us.

★ Our financial professionals share in the commissions charged on the accounts they service.

Conversation Starters: *“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 in both a brokerage account and an advisory account?” “How might your conflicts of interest affect me, and how will you address them?”*

Disciplinary History

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

Yes, two disclosures on the firm can be found at BrokerCheck.com had occurred in 2003 and 2005 Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters: *“Do you or your financial professionals have legal or disciplinary history? For what type of conduct?”*

Additional Information

For additional information about our brokers, representatives, and services, visit Investor.gov or Broker Check (BrokerCheck.finra.org) and your account agreement. For additional information on advisory services, see our Form ADV brochure on IAPD, on Investor.gov, or on our website and any brochure supplement your financial professional provides. You can also contact us directly (614) 436-0231 to request up- to-date information and request a copy of the relationship summary.

Conversation Starter: *“Who is my primary contact person? Is he or she a representative of an investment advisor or a broker dealer? Who can I talk to if I have concerns about how this person is treating me?”*

Contact Information: World Choice Securities, Inc. is located at 7650 Rivers Edge Drive, Suite 260, Columbus, Ohio 43235. Phone (614) 436-0231, Fax (614) 436-6019.