



## **Relationship Summary (Form CRS)**

### **March 15, 2024**

### **Introduction**

Brian D Lowder, Inc. is a Registered Investment Advisor with the Securities and Exchange Commission. Financial planning, brokerage, investment management services and fees differ among advisors, therefore it is important for you to understand the differences. The SEC offers free and simple tools to research firms and financial professionals at [investor.gov/CRS](https://investor.gov/CRS) which also provides useful educational materials about broker-dealers, investment advisers and investing information tailored to educate retail investors and public about financial professionals.

### **Relationship and Services**

#### ***What investment services and advice can you provide me?***

BDL, Inc. provides the following investment and financial planning services to retail investors:

- Investment Portfolio Management and Ongoing Monitoring
- Financial Planning
- Wealth Management (a combination of both services above)

For additional information regarding hourly fees or investment minimum amounts, please see [www.bdlowder.com](http://www.bdlowder.com) website or <https://adviserinfo.sec.gov/> for our Form ADV, 2A brochure (Items 4 and 5).

#### ***Discretionary Authority and Account Minimums on managed investment accounts:***

Investment Portfolio Management services include ongoing Monitoring of the accounts on a daily basis and is provided to all clients who sign an Investment Management Agreement. BDL, Inc. manages these accounts on a Discretionary basis. Discretionary authority means a financial or wealth manager makes all of the buying and selling investment decisions for a client portfolio account - often referred to as a “managed account”. BDL, Inc. does not have limited investment offerings and does not pay compensation of any kind for any referral nor do we have relationships with firms that provide leads.

**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 those qualifications mean?*

### **Fees, Costs, Conflicts and Standards of Conduct**

#### ***What fees will I pay?***

BDL, Inc is compensated in one or more of three ways: quarterly investment management fees, a flat or fixed fee quoted in advance for financial plans or hourly fees for discussing, advising and resolving financial planning issues. Our fees are disclosed in our Form ADV Part 2A, Item 4 and more fully described in our Form ADV Part 2A, Item 5. Financial advisory fees may create a conflict of interest described below and in more detail in our Firm’s Part 2A.

Other fees you may pay include transaction fees (when buying or selling investments) charged by custodians holding your account or annual operating expenses charged by mutual funds and exchange-trades funds held in your investment account. BDL, Inc. does not earn, share or receive any revenue from these fees or commissions.

Expect to pay some of these costs. You will pay fees and costs whether you make money or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please understand what fees and costs you are paying. It is important to understand what fees and costs you will be paying initially and over time.

***When we act as your investment adviser***, we have to act in your best interest and not put 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 investment advice we provide you. Below are examples to help you understand what this means. Investment management example: If we charge a 1% percent investment management fee, the more assets you have in the account will result in your paying a 1% fee on a larger account balance resulting in a larger dollar cost compared to a smaller account balance. The potential conflict of interest is we may have an incentive to encourage you to increase the amount of money invested in those accounts. You should understand and ask us about this conflict because it can affect the investment advice provided to you.

Financial Planning Example #2: Financial Planning involves projections, calculations and scenario planning. The more areas reviewed (adequate insurance coverage, long-term retirement planning, business continuity, estate planning, etc.) and the more hours involved, the larger the fixed fee quote to perform the services. The potential conflict of interest is we may have an incentive to encourage you to review all aspects or a total financial plan rather than just one or more specific areas of immediate concern. For additional explanation about our fees and costs, please review our Form ADV, Part 2A brochure (Items 4 and 5) which can be found at [www.bdlowder.com](http://www.bdlowder.com) or <https://adviserinfo.sec.gov/>.

**Conversation starters.** 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 paying 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?***

We are obligated by our fiduciary duty to act in your best interest and not to put our interest (compensation) ahead of yours. BDL, Inc. does not earn any other money, fees, or commissions in any other way other than: quarterly investment management fee or an hourly or flat fee quoted in advance. In all instances, our fees are paid by our clients. The way we do earn compensation may create a potential conflict of interest.

**Conversation starters.** Ask your financial professional:

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

For more detailed information about our fees and costs please review our Form ADV Part 2A brochure Items 4 and 5 which can be found at [www.bdlowder.com](http://www.bdlowder.com) or <https://adviserinfo.sec.gov/>.

### ***How do your financial professionals make money?***

We pay our professional staff a base salary and bonus based on the firm's overall revenue. They do not earn more when opening new accounts, increase assets under management or invest in riskier investments.

## **Disciplinary History**

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

No. Our firm and each of the 3 financial professionals have no disciplinary history. Visit <http://investor.gov/CRS> for a free a simple search tool to research our firm and our financial professionals.

**Conversation starters.** Ask your financial professional:

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

## **Additional Information**

You can find additional information about our services by visiting [www.bdlowder.com](http://www.bdlowder.com) emailing us at [mail@bdlowder.com](mailto:mail@bdlowder.com) or calling us at 858 794-6800.

**Conversation starters.** 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?*