

1. Introduction

E. Batoff & Co., Inc. is a registered investment advisor with the Securities and Exchange Commission. Brokerage and investment advisory services and fees differ, and it is important for you as a retail investor to understand the differences.

Free and simple tools are available to research firms and financial professionals at <https://Investor.gov/CRS> which also provides educational materials about broker-dealers, investment advisors, and investing.

2. Relationships and Services

What investment services and advice can you provide me?

Description of Services: We offer investment advisory services to retail investors. We provide advisory services for individual, business entity, trust, and retirement accounts. We provide investment advice and management services which generally employ index and passive investment-type mutual funds and exchange traded funds as a preferred method of investing for the long-term. Actively managed mutual funds and individual securities (stocks and bonds) may also be utilized for long-term investment objectives. We do not limit ourselves to any specific investment products and do not offer proprietary products. We monitor investments on a daily basis and issue reports quarterly as part of our standard services and have discretionary authority to make investment decisions on your behalf without limitation while serving as your advisor. We do not have a minimum account size to open an account but do have a minimum fee of \$4,000 per year for new accounts. As a fee-only investment advisor, we have no affiliations with third parties which would represent a conflict of interest with the firm's clients.

Conversation Starters: You should start a conversation about relationships and services with any financial professional by asking the following questions :

“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?”

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

A. What fees will I pay?

We charge ongoing annual fees to you solely based on assets under management. Fees are 0.40% of assets for accounts up to \$25 million. For retail investors that have accounts in excess of \$25 million, the fee rate drops to 0.30% for assets between \$25 and \$50 million and drops again to 0.20% for any assets in excess of \$50 million. For retail investors that invest solely in fixed income securities, fees charged are 0.30% of assets under management for accounts up to \$20 million and 0.25% for any excess amounts above \$20 million. Fees are prorated and charged to accounts on a quarterly basis. There is a minimum fee of \$4,000 per year for new accounts.

Fees based on assets under management can create a conflict of interest because the more assets there are in your advisory account, the more you will pay in total fees, and the firm may therefore have an incentive to encourage you to increase the assets in your account.

We do not charge any other fees or costs to you and do not receive any outside compensation or commissions from third parties in connection with your account. You may incur other fees or costs for buying or selling securities or transferring funds into or out of your account that are charged by the brokerage firm that is the custodian of your account (i.e. TD Ameritrade or Charles Schwab). Mutual funds that you may be invested in also charge their own fees and costs.

You will pay fees and costs whether you make or lose money on your investments. Fees are not based on performance but strictly on assets under management as described above. 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: You should start a conversation about the impact of fees and costs on investments by asking any 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?”

- B. 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.

Example: Because we only make money from our fee percentage on the assets in an investor's account, our total fees are higher as an account grows larger. We could have a conflict of interest if you asked for advice as to whether you should invest additional funds in your account or use these funds for some other purpose outside of your investment account with us. Similarly, we could have a conflict of interest if you asked for advice regarding the selling of an investment and withdrawal of funds from the account as withdrawing funds would reduce our fees.

Conversation Starter: To start a conversation about conflicts of interest, you should ask any financial professional:

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

Additional information regarding conflicts of interest:

Our firm (and/or its principals and employees) may invest in mutual fund shares, including the same mutual fund shares that it purchases for clients. As mutual fund share prices are determined once a day at the close of the market, there is no conflict of interest or adverse consequence to clients as a result of such transactions. Our firm (and/or its principals and employees) may, at times, purchase or sell individual stocks. To avoid any conflict of interest, it (and/or they) will not do so within five trading days after the purchase or sale of the same security by a client.

- C. How do your financial professionals make money?

Our employees are paid a salary and those employees that are principals (owners) also share in the cash profits of the firm. They do not receive any non-cash compensation or commission or payment by any third-parties. Their compensation does not depend on the type of investment products sold. The revenue the firm earns from advisory services directly impacts the profits available to be distributed to the firm's principals. Payments to our employees and principals can create a conflict of interest because the larger a retail investor's account size, the higher the total fees received by the firm and the larger the cash compensation available to be paid to the employees and principals.

4. Disciplinary History

Do you or your financial professionals have legal or disciplinary history? NO

You may visit <https://Investor.gov/CRS> for a free and simple search tool to research our firm and financial professionals.

Conversation Starter: You can start a conversation about any financial professional's disciplinary history by asking:

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

5. Additional Information

You can find additional information about our investment advisory services at <https://Investor.gov/CRS>.

Information is also available at <https://brokercheck.finra.org> and <https://advisorinfo.sec.gov>

You may request a copy of this relationship summary and request up-to-date information by calling 813-248-3467 or emailing ebatoff@verizon.net

Conversation Starter: You should ask a financial professional and start a conversation about contacts and complaints by asking:

“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?”