

Client Relationship Summary (Form CRS/Form ADV Part 3)

Introduction

James J Burns & Company, LLC ("JJ Burns & Company") is an Investment Adviser registered with the Securities and Exchange Commission ("SEC"). We feel it is important for you to understand how advisory and brokerage services and fees differ to determine which type of account or service is right for you. There are free and simple tools available to research firms and financial professionals at www.investor.gov/crs, which also provides educational materials about investment advisers, broker-dealers, and investing.

What investment services and advice can you provide me?

JJ Burns & Company offers investment advisory services to retail investors, including financial planning and investment management.

Financial Planning

We work with you to clarify not just your finances, but what it means to live a more fulfilling and meaningful life. We look at the whole picture, including your family, career, causes you care about, retirement dreams, and the legacy you hope to leave. Then we integrate all of those pieces into a comprehensive financial plan designed to help you meet your goals.

Investment Management

Our investment management services are completely customized to your needs and informed by your financial plan. We review your past investment experience, tolerance for risk, time frame, and investment goals. Then we work with you to develop an investment strategy that balances risk and return across your investment horizon.

As part of our standard services, we will regularly monitor your investments on a quarterly basis. Please refer to Item 4 of our [Form ADV Part 2A](#) for further information.

We manage accounts on a discretionary basis, meaning we decide which investments to buy and sell for you without contacting you first. You will sign an investment management agreement and limited power of attorney giving us this authority. This agreement will remain in place until one or both of us decides to terminate the relationship.

We do not limit our advice and services to proprietary products or a limited menu of products or investments. Nor do we have a minimum account size requirement. Please refer to Item 7 of our Form ADV Part 2A for further information.

Questions to Ask Us:

- *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?

Financial planning is offered on a fixed fee basis. The fixed fee will be agreed upon before the start of any work. Investment management fees are based upon assets under management. Fees are payable quarterly in arrears and will be directly debited from your account. Our fees are negotiable and may vary. Please contact us for personalized information on the fees and costs you will pay.

In addition, the custodian that holds your assets may charge you a transaction fee when we buy or sell an investment for you. Your custodian may also charge you for management fees and other fund expenses. Some

investments, such as mutual funds and exchange traded funds, also charge internal expenses and fees, which are disclosed in each mutual fund's prospectus.

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. Please refer to Item 5 of our Form ADV Part 2A for further information.

Question to Ask Us:

- *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.

JJ Burns & Company receives revenue from the advisory fees we collect from our clients' accounts each quarter. As the value of your account increases over time, our fee will also increase. To address this potential conflict of interest, we ensure your investments are matched to your own agreed-upon risk profile and financial objectives as outlined in your financial plan.

As another example, JJ Burns & Company has entered into "solicitor arrangements" with other entities, meaning we compensate the solicitor for prospective client introductions. However, we are fully transparent about these arrangements. At the time of introduction, we fully disclose the nature of the relationship between the solicitor and us to the prospective client. For additional information on conflicts of interest, please see our Form ADV Part 2A.

Question to Ask Us:

- *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 paid a fixed salary. On a quarterly basis they may receive a portion of the advisory fees that JJ Burns & Company collects from the accounts each financial professional manages. This compensation structure creates an incentive for our financial professionals to recommend that you increase the size of your account with us. Some also receive commissions from the sale of insurance products, which can impact their recommendations to you.

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

No, our firm and/or financial professionals do not have legal and/or disciplinary history. Visit www.investor.gov/crs for a free and simple search tool to research our firm and our financial professionals.

Question to Ask Us:

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

Additional Information

You can find additional information about our investment advisory services on the SEC's website www.adviserinfo.sec.gov by searching CRD #140452. You may also contact our firm at (631) 390-0500 or info@jjburns.com to request a current copy of our [Form ADV Part 2A](#) or up-to-date Form ADV Part 3—this relationship summary.

Questions to Ask Us:

- *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?*

Exhibit - Changes

Since the last filing of this Form ADV Part 3, dated June 29, 2020, we have updated disclosure regarding where to find additional information and conflicts.