



INTRODUCTION

Bull Market Securities, "BMS" or the "Firm" is registered with the Securities and Exchange Commission (SEC) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment adviser, and investing.

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

Our **brokerage** services include buying and selling securities. We may offer recommendations; however, we do not have discretionary authority over your brokerage account. This means that you, the client, makes the ultimate decision regarding the purchase or sale of investments. The recommendations we make available or offer advice on are not solely provided with respect to a limited menu of products or types of investments. Clients are able to transact different products, including stocks, bonds, mutual funds, ETFs, options, and alternatives products. BMS also offers institutional trading capabilities on equities, fixed income and structured notes. BMS offers account monitoring services when the retail investor requires it. From time to time, BMS may voluntarily reviews clients' accounts to determine whether our recommendation continues to be in clients' best interest. BMS targets account minimums of \$10,000.

For additional information, please see the Firm's Regulation Best Interest Disclosures and other applicable documents. Please also visit our website www.bullmarketus.com/ or visit www.sec.gov / www.finra.org. Please ask us for more information if needed at 561-757-2322 or contact us in writing at 175 SW 7th St, Ste 1616, Miami, FL 33130.

Conversation Starters. Ask your financial professional –

- **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?

The principal and main costs retail investors will incur for brokerage services are commissions charged to each transaction performed in the account. Every time the client buys or sells a security there will be a commission assessed on the transaction. The more transactions placed on an account, the more commissions are generated and therefore, the firm has an incentive to encourage you to trade often.

BMS will mark up the price when we sell you a security, and BMS will mark down the price when we buy a security from you. There are other fees and costs involved in a brokerage account and when dealing with a brokerage house which include but are not limited to: custodian fees, service fees, account maintenance fees, fees related to mutual funds or alternative investments and other transactional and product level fees.

For Mutual Fund Exchanges or Redemptions a maximum \$40 fee may be applied. For all trade tickets a Handling Fee of \$2.00 will be applied. Accounts with 6 (six) months of no trading activity will be charged a monthly account maintenance fee of \$10.

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.

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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 fees and costs, and how much will be invested for me?



WHAT ARE YOUR LEGAL OBLIGATIONS TO ME WHEN PROVIDING RECOMMENDATIONS? HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS OF INTEREST DO YOU HAVE?

When we provide you with a recommendation, 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 recommendations, we provide you. An example may include:

Revenue Sharing: Certain third parties, such as mutual fund sponsors, may share revenue with us that they receive when you purchase an investment. This also creates an incentive for us to recommend products that pay us more.

If there are any situations where we might have a conflict of interest when recommending services, products, or professionals to you, we'll let you know promptly. We have rules in place to review on these potential conflicts we've mentioned. We give guidance to clients without any bias or favoritism, and our recommendations for investments are based on what's best for your financial situation and goals.

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Ask your Financial Professional (if applicable)

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

HOW DOES YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

BMS' financial professionals are compensated a percentage of the total revenues generated in each account or client. There could be instances where certain products (i.e., mutual funds or ETPs or private investments) offer upfront commissions depending on total amounts invested and would also offer a back-end commission depending on performance of the investment.. Our representatives can get increased compensation based on higher production. This represents a conflict of interest since the more commissions they generate, the more they earn. Certain products pay ongoing compensation (trailers), therefore our financial professionals (some of which may be dually registered) may be incentivized to recommend products that have higher fees and/or ongoing payments.

For more information on types of compensation, visit: www.bullmarketus.com/. Please ask us for more information if needed at 561-757-2322 or contact us in writing at 175 SW 7th St, Ste 1616, Miami, FL 33130.

Ask your Financial Professional (if applicable)

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

DOES THE FIRM HAVE OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

Yes, for a free and simple search tool to research more information on disciplinary history of both Bull Market Securities and your financial professional please visit: www.investor.gov/CRS. Please ask us for more information if needed at 561-757-2322 or contact us in writing at 175 SW 7th St, Ste 1616, Miami, FL 33130.

Ask your Financial Professional (if applicable)

- *Who is my primary contact person? Who can I talk to if I have concerns about how this person is treating me?*

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