



## Introduction

S.L. Reed & Company (SLR) 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). We are an introducing broker-dealer, with clearing services provided by National Financial Services, LLC (NFS). Brokerage and investment advisory services and the fees charged differ. 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 advisors and investing.

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

We are a full service broker-dealer offering investment and insurance products to retail investors, including buying and selling equities, options, mutual funds, fixed income, fixed and variable annuities, and life insurance. Upon request, we can refer eligible clients to our affiliated Registered Investment Advisor, or another investment advisor, that would provide additional investment services. We have no stated account minimums. Your financial professional may voluntarily review your account holdings from time to time but these reviews do not constitute an account monitoring service.

*For additional information, please see <https://www.slreed.com/disclosures/> under Regulation Best Interest.*

### *Conversation starters. Ask your financial professional—*

- *Given my financial situation should I choose a brokerage 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?

We charge a commission for brokerage trades:

- Minimum commission charged per equity and mutual fund trade: \$20.00
- Minimum commission charged per option transaction: \$50.00

The above rate may be reduced for very small dollar trades, but must be at a level to cover execution & clearing costs/fees related to the transaction. The maximum amount of commission charged on any one transaction is 5% of gross purchase as a guide suggested by FINRA. In some instances, where the transaction involves a low priced stock or option trade, the commission may be greater than the 5% maximum commission charge. In these cases, we only charge to cover our cost.

Commissions charged may be negotiated at the discretion of the registered representative based on factors such as but not limited to trading activity of customer, number of shares traded, or large dollar volume trades. Since you will be charged a commission on each transaction, SLR or our representatives may have an incentive to encourage you to trade more frequently.

NFS assesses no custodial charges, but charges a \$35 annual maintenance fee on IRA accounts. No fees are charged for money transfer transactions, including bank wires, ACH transactions, or transfers between accounts.

Transaction fees and/or ongoing fees in insurance products, including fixed and variable annuities, are charged based on the type of product you choose as well as the class of annuity units you choose. SLR and our representatives may receive a portion of these fees, which may give them incentive to direct you to choose a specific product or investment class.

Transactions in mutual funds held in our brokerage accounts, or directly at mutual fund companies, may be subject to sales charges (for purchases) or contingent deferred sales charges (for sales). SLR and our representatives may receive a portion of sales charges on purchases.

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 starter.** 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 affect the recommendations we provide you. Here are some examples to help you understand what this means.

- Commissions charged on equity, option, fixed income, and mutual fund trades may provide us or our representatives an incentive to encourage you to trade more frequently.
- Some of our representatives may also be registered with a Registered Investment Advisor (RIA), which could be either our affiliated RIA, Windward Capital Management Company or another unaffiliated RIA firm, and this presents a potential conflict of interest since it may give the representatives an incentive to recommend investment advisory services for a fee that is in addition to brokerage commissions thus permitting them to earn higher compensation via the advisory fees.
- Sales charges in differing mutual fund share classes may encourage our representatives to recommend one class of shares over another.
- Different insurance products, including fixed and variable annuities, may have different levels and types of compensation for representatives, which may give them incentive to recommend one type of product or class than another. Not all of our representatives are licensed to sell insurance products.
- We, or our representatives, may have incentive to encourage retirees, or those changing jobs, to rollover their retirement plan assets to an SLR or Windward Rollover IRA account, in order to receive commissions or management fees.

**For additional information**, please see <https://www.slreed.com/disclosures/> under Regulation Best Interest.

**Conversation Starter.** Ask your financial professional—

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

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

SLR representatives are compensated in several ways:

- Commissions on equity, option, fixed income, and mutual fund trades.
- Sales charges and contingent deferred sales charges on mutual funds.
- Mutual fund 12(b)-1 fees, based on mutual funds assets.

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

Yes. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our Firm or our financial professionals.

**Conversation Starter.** Ask your financial professional—

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

**Additional Information**

For additional information about our firm or services, go to [www.slreed.com](http://www.slreed.com). If you would like additional, up-to-date information or a copy of this relationship summary, please call our Firm at (310) 893-3030.

**Conversation Starter.** Ask your financial professional—

- 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?

**Customer Relationship Summary  
Exhibit of Changes  
May 28, 2024**

This Exhibit summarizes the following changes made to the April 11, 2024 version of S. L. Reed and Company's (SLR) Customer Relationship Summary (Form CRS).

- **General formatting changes:**

- The Conversation Starters contained within the document have been made more prominent by changing the color and increasing the font size.
- The font size for each section heading has been increased.
- Page numbers have been added.
- Minor change to the header of the document.

- **What investment services and advice can you provide me?** Under this section, the highlighted sentences have been removed and new text has been added as reflected below in blue font.

We are a full service broker-dealer offering investment and insurance products to retail investors, including buying and selling equities, options, mutual funds, fixed income, fixed and variable annuities, and life insurance. In addition, SLR offers retirement plan services, whereby employers can offer a menu of investment plan selections to their eligible employees. Upon request, we can refer eligible clients to our affiliated Registered Investment Advisor, or another investment advisor, that would provide additional investment services. We have no stated account minimums. SLR monitors retail investor investments on a periodic basis. Your financial professional may voluntarily review your account holdings from time to time but these reviews do not constitute an account monitoring service.

- **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?** Under this section, the highlighted sentence has been removed and new text has been added as reflected below in blue font.

- Our representatives are also representatives of our affiliate investment advisory firm, Windward Capital Management Company, which may give them incentive to refer high-net worth clients to Windward's advisory services.
- Some of our representatives may also be registered with a Registered Investment Advisor (RIA), which could be either our affiliated RIA, Windward Capital Management Company or another unaffiliated RIA firm, and this presents a potential conflict of interest since it may give the representatives an incentive to recommend investment advisory services for a fee that is in addition to brokerage commissions thus permitting them to earn higher compensation via the advisory fees.
- Different insurance products, including fixed and variable annuities, may have different levels and types of compensation for representatives, which may give them incentive to recommend one type of product or class than another. Not all of our representatives are licensed to sell insurance products.

- **How do your financial professionals make money?** Under this section, the highlighted words have been removed and new text has been added as reflected below in blue font.

SLR representatives are compensated in several ways: for their investment advice:

- Administrative services fee.

**Customer Relationship Summary  
Exhibit of Changes  
May 28, 2024**

- **Do you or your financial professionals have a legal or disciplinary history?** Under this section, new text has been added as reflected below in blue font.

Yes. Visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research our Firm or our financial professionals.

- **Additional Information** Under this section, the highlighted text has been removed and new text has been added as reflected below in blue font. In addition, the phone number has been updated to reflect the Firm's main number.

For additional information about our firm or services, go to [www.slreed.com](http://www.slreed.com), [brokercheck.finra.org](https://brokercheck.finra.org), or [Investor.gov/CRS](https://investor.gov/crs). If you would like additional, up-to-date information or a copy of this [relationship summary disclosure](#), please call our Firm at (310) 893-3030.