

## The Burney Company

### Introduction

The Burney Company is an investment advisor registered with the Securities and Exchange Commission (SEC) and provides advisory accounts and services rather than brokerage accounts and services. Brokerage and investment advisory services and fees differ, and it is important for the retail investor to understand the differences.

There are free and simple tools available to do research on firms and financial professionals at [www.Investor.gov/CRS](http://www.Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisors, and investing.

### Relationships and Services

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

The Burney Company offers investment advisory services, both investment management and wealth management, to retail investors. If you open an advisory account with our firm, we will contact you to understand your current financial situation, existing resources, investment goals, and risk tolerance. Based on what we learn, we will recommend whether investment management, wealth management, or both, is right for you. In either case, we will recommend a portfolio that is in line with your goals and objectives.

- We have developed our own proprietary equities analytical system upon which we base our investment selections. While equities provide the greatest long-term return opportunity, non-equity allocations are used to create income, provide stability, and enhance portfolio diversity. Bonds, ETFs, preferred stocks, real estate investment trusts (REITs), private REITs, managed futures, private credit, and international equities are the major diversifying assets.
- All accounts are regularly monitored, and portfolios are reviewed for trading at least quarterly to adjust to market conditions or to meet your changing risk tolerance, goals, and objectives.
- We manage accounts on a **discretionary basis**. This means that after you sign an agreement with our firm, you give us the authority to buy and sell investments in your account without asking you in advance. We will have discretion until the advisory agreement is terminated by you or our firm. You may maintain a portion of your investments on a non-discretionary basis. For any non-discretionary investments, the retail investor makes the ultimate decision regarding the purchase and sale of investments.
- Our firm has a \$750,000 minimum to open a new account, however, our financial advisors can waive this minimum.
- You may terminate our services at any time by written notification.

Additional information about our firm and our advisory services can be found in our Firm Brochure (ADV Part 2A) on our websites at [www.burney.com](http://www.burney.com) or [www.burneywealth.com](http://www.burneywealth.com).

#### **Conversation starters:**

- *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?*

### Fees and Costs

#### What fees will I pay?

For our services you will pay an on-going **asset-based fee** at the end of each quarter based on the value of the cash and investments in your advisory account(s). Our annual fee schedule is summarized below:

Wealth Management Services		Investment Management Services	
Account value(s)	Fee	Account Value(s)	Fee
\$2,000,000	1.25%	\$500,000	1.1%
\$2,000,000 - \$5,000,000	1.00%	Over \$500,000	0.9%
\$5,000,000 - \$10,000,000	0.9%		
Over \$10,000,000	0.75%		
Minimum fee \$2500		Minimum fee \$1500	

### **Description of Fees and Costs**

- Our firm's fees will be automatically deducted from your advisory account unless you have elected to receive a bill. Any fees deducted from your account will reduce the value of your advisory account.
- We don't sell high-fee investment products and we do not receive compensation from brokerages.
- The broker-dealer (custodian) that holds your assets (called "*custody*") can charge you a transaction fee when we buy or sell an investment for you. The broker-dealer's transaction fees are in addition to our advisory fee.
- You may also pay charges imposed by the broker-dealer holding your accounts for certain investments. Some investments, such as mutual funds, index funds, and exchange traded funds (ETFs), impose additional fees that will reduce the value of your investments over time.

#### **Additional information:**

- 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.
- More information about our fees can be found in Item 5 of our Firm Brochure (ADV Part 2A) on our websites at [www.burney.com](http://www.burney.com) or [www.burneywealth.com](http://www.burneywealth.com).
- Your account may be invested in BRNY, an ETF where the Burney Company serves as the sub-adviser. ETF fees are separate from Burney Company management fees. ETFs carry fees called an expense ratio. We have set the expense ratio on our fund at 0.79%. To avoid double billing, the fee charged by the ETF will be offset by the management fee. In cases where the management fee is higher than the ETF fee, the delta may be charged to clients as an advice fee. In cases where the ETF fee is equal to or greater than the management fee, no management fee will be charged to the client on ETF assets. As an example, if your Burney management fee is 1%, the 0.79% fee of the ETF will be offset against the 1% management fee and you will only pay us 0.21% in advice fees.

#### **Conversation starter:**

- *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?*

### **Conflicts and Standards of Conduct**

**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 advisor, 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.

- The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to encourage you to invest additional funds in your account to increase the fees we receive.
- We may recommend that you invest in an ETF where the Burney Company serves as the sub-advisor.

#### **Conversation starter:**

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

Additional information regarding our firm's conflicts of interest can be found in Item 10 of the Firm Brochure (ADV Part 2A) at [www.burney.com](http://www.burney.com) or [www.burneywealth.com](http://www.burneywealth.com).

### **Disciplinary History**

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

No disciplinary history.

#### **Conversation starter:**

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

Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research our firm and our firm professionals.

## Additional Information

For additional and more detailed information on our advisory services, see our Firm Brochure (ADV Part 2A) at our websites at [www.burney.com](http://www.burney.com) or [www.burneywealth.com](http://www.burneywealth.com) or <https://adviserinfo.sec.gov/firm/summary/106945>. You may also contact our firm at (703) 391-6020 and talk to any one of our investment professionals or support staff.

***Conversation starter:***

- ***Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer? Who can I talk to if I have concerns about how this person is treating me?***