

**Form CRS**  
**Kuykendall & Schneider, Inc.**

### Introduction

There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you.

Depending on your needs and investment objectives, our SEC-registered broker-dealer, Kuykendall & Schneider, Inc., can provide you with services in a brokerage account. This document gives you a summary of the types of services we provide and how we are compensated. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Please ask us for more information and see the conversation starters in each section below.

Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

### Relationships and Services

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

- We offer brokerage services to retail investors through individual accounts, joint ownership accounts, individual retirement accounts, Uniform Transfer to Minor Accounts (UTMA), Uniform Gifts to Minor Accounts (UGMA), 529 accounts, 401(k) accounts, 403(b) accounts, and trust/entity-owned accounts.
- There is no minimum account size for brokerage accounts.
- If you open a brokerage account, you will pay us a transaction-based fee, generally referred to as a commission, every time you buy or sell an investment.
- You may select investments or we may recommend investments for your account, but the ultimate decision for your investment strategy and the purchase or sale of investments will be yours. Neither Kuykendall & Schneider, Inc. nor your financial professional exercises discretion over the assets in your account. Our recommendations would be subject to SEC Regulation Best Interest.
- If you open a brokerage account, we will not maintain custody of your assets within our firm. A third-party financial institution (a "custodian") will hold the account which contains your assets. The custodian of your account will deliver statements to you at least each quarter in paper or electronically.
- We can offer you additional services to assist you in developing and executing your investment strategy and monitoring the performance of your account, but you might pay more. Account monitoring is not included as part of our standard services.
- We offer a limited selection of investments. This limitation includes options contracts, non-publicly traded Real Estate Investment Trusts (REITs), and annuity products. Our recommendations include mutual funds, fixed income securities, real estate funds, individual equities, Exchange-Traded Funds (including Exchange-Traded Funds in the gold and precious metal sectors), treasury inflation protected/inflation linked bonds and non-United States securities. Other firms could offer a wider range of choices, some of which might have lower costs.

### Conversation Starters

- *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?*

#### **Our Obligations to You. We must abide by certain laws and regulations in our interactions with you.**

- We must act in your best interest and not place our interests ahead of yours when we recommend an investment or investment strategy involving securities. When we provide any service to you, we must treat you fairly and comply with a number of specific obligations. Unless we agree otherwise, we are not required to monitor your portfolio or investments on an ongoing basis.
- Our interests can conflict with your interests. When we provide recommendations, we must eliminate these conflicts or tell you about them, and in some cases reduce them.

### Fees, Costs, Conflicts, and Standard of Conduct

#### *What fees will I pay?*

- Transaction-based fees. You will pay us a fee every time you buy or sell an investment. This fee, commonly referred to as a commission, is based on the specific transaction and not the value of your account. You will pay us a ticket charge (fee) for transactions conducted through our brokerage clearing firm.
- With stocks or exchange-traded funds, this fee is usually a separate commission. With other investments, such as bonds, this fee might be part of the price you pay for the investment (called "mark-up" or "mark down"). With mutual funds, this fee (typically called a "load") reduces the value of your investment.
- Some investments (such as mutual funds) impose additional fees that will reduce the value of your investment over time.
- Our fees vary. The amount you pay will depend, for example, on how much you buy or sell, what type of investment you buy or sell, and what kind of account you have with us.

- We charge you additional fees, such as custodian fees, account maintenance fees, and account holding and reporting fees. If you are invested in mutual funds, there will be additional fees associated with those investments as well.
- The more transactions in your account, the more fees we charge you. We therefore have an incentive to encourage you to engage in transactions.
- From a cost perspective, you may prefer a transaction-based fee if you do not trade often or if you plan to buy and hold investments for longer periods of time.
- 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.
- Our clearing firm will pay us a portion of interest earned on cash positions held in your accounts.
- Our clearing firm will pay us the transaction-based fees charged to your account.

#### 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?*

*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. Here are some examples to help you understand what this means.
- Mutual Fund Companies will pay us a portion of the sales charge imposed on new investments as a commission.
- Mutual Fund Companies pay us servicing fees on a monthly or quarterly basis based on the average daily value of your account.

#### Conversation Starter

- *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 salaries. They are not compensated based on the amount of client assets they service, the time and complexity required to meet a client's needs, the product sold, sales commissions, or revenue the firm earns from the financial professional's recommendations.
- Our financial professionals have historically been paid bonuses based on both the overall performance of the firm and individual job performance. There is no set formula for determining the amount and timing of these bonuses. These bonuses are not required compensation and can be paid or not be paid at the owners' discretion. Bonus amounts are not based on recommendations the professional makes to clients or revenues the professional generates for the firm. A conflict could arise due to bonuses being more likely to be paid if the firm is performing well due to clients paying us larger brokerage commissions.
- Your financial professional has an incentive to encourage you to move your account from another firm or retirement plan to Kuykendall & Schneider, Inc. in order to increase our firm's compensation. As we discussed above, a financial professional's recommendations, investment advice, or discretionary investment decisions will also benefit our firm.
- Our financial professionals receive non-cash compensation in the form of firm-paid health insurance coverage.
- Our financial professionals receive paid time off and matching contributions to their individual accounts within a SIMPLE IRA plan.

#### Disciplinary History

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

- Yes
- Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.
- For additional information about our brokers and services, visit Investor.gov or BrokerCheck ([BrokerCheck.Finra.org](http://BrokerCheck.Finra.org)), and your agreement.

#### Conversation Starter

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

#### Additional Information

- For additional information about our brokerage services or to request a copy of the relationship summary, please contact us at the address below or via phone at (806) 793-2525.

8009 Genoa Avenue  
Lubbock, Texas 79424

#### Conversation Starter

- *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?*

**Summary of Material Changes to Form CRS – Version Dated September 4, 2024**  
**Kuykendall & Schneider, Inc.**

The “Fees, Costs, Conflicts, and Standard of Conduct” Section has been updated to:

- disclose that you will pay us a fee for transactions conducted through our brokerage clearing firm;
- disclose that our clearing firm will pay us the transaction-based fees charged to your account;
- disclose that our clearing firm will pay us a portion of the interest earned on cash positions held in your account.