

John Boyer, Inc.
1304 De Soto Ave. #101
Tampa, FL 33606
813.254.9500
www.johnboyerinc.com
March 21, 2024

This Brochure provides information about the qualifications and business practices of John Boyer, Inc. If you have any questions about the contents of this Brochure, please contact us at 813.254.9500 or via email john@johnboyerinc.com. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

John Boyer, Inc. is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about John Boyer, Inc. is also available on the SEC's website at www.adviserinfo.sec.gov.

On July 28, 2010, the United State Securities and Exchange Commission published “Amendments to Form ADV” which amends the disclosure document that we provide to clients as required by SEC Rules. This Brochure dated **March 21, 2024** is a new document prepared according to the SEC’s new requirements and rules. As such, this Document is materially different in structure and requires certain new information that our previous brochure did not require.

In the future, this Item will discuss only specific material changes that are made to the Brochure and provide clients with a summary of such changes. We will also reference the date of our last annual update of our brochure.

In the past we have offered or delivered information about our qualifications and business practices to clients on at least an annual basis. Pursuant to new SEC Rules, we will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business’ fiscal year. We may further provide other ongoing disclosure information about material changes, as necessary. Updates and changes can always be viewed via our website site as listed below.

We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting Sarina Correa, Operations Manager at 813.254.9500 or at **sarina@johnboyerinc.com**. Our Brochure is also available on our web site **www.johnboyerinc.com** also free of charge.

Additional information about John R. Boyer is also available via the SEC’s web site **www.adviserinfo.sec.gov**. The SEC’s web site also provides information about any persons affiliated with John Boyer, Inc. who are registered, or are required to be registered, as investment adviser representatives of John Boyer, Inc.

Last updated: March 21, 2024

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Item 4 – Advisory Business

John Boyer, Inc. (hereinafter “JBI” or the “Firm”) is a corporation formed under the laws of the State of Florida and is owned and operated by John R. Boyer. JBI is registered with the U.S Securities and Exchange Commission (“SEC”). This brochure provides clients with information regarding JBI and the qualifications, business practices, and nature of advisory services that should be considered before becoming an advisory client of JBI.

Please contact John R. Boyer, President/Director/Chief Compliance Officer, if you have any questions about this brochure. Additional information about JBI is available on the Internet at **www.adviserinfo.sec.gov**. You can search this site by a unique identifying number, known as a CRD number. The CRD number for **JBI is 145275**.

Individuals associated with JBI will provide the Firm’s investment advisory services. These individuals are appropriately licensed, qualified, or authorized to provide advisory services on the Firm’s behalf. Such individuals are known as Investment Adviser Representatives (IARs).

John Boyer, Inc. provides investment advisory services to certain broker-dealers’ customers (“Brokerage Customers”) who provide written consent requesting to receive the firm’s advisory services. Brokerage Customers have entered into a written advisory agreement with John Boyer, Inc.

Financial Planning Services

JBI offers financial planning services. Advice will involve providing a variety of services to clients regarding the management of their financial resources based upon their individual needs. An IAR of JBI will first conduct an initial consultation. After the initial consultation, if the client decides to engage JBI for financial planning services, an IAR will conduct follow up meetings as necessary, during which pertinent information about the client’s financial circumstances and objectives is collected. Once the information has been reviewed and analyzed, a written or oral financial plan – designed to achieve the clients stated financial goals and objectives – will be produced and presented to the client. The primary objective of this process is to allow JBI to assist the client in developing a strategy for the successful management of income, assets, and liabilities in meeting the client’s financial goals and objectives.

Financial plans are based on the client’s financial situation at the time the plan is presented and on financial information disclosed by the client to JBI. Clients are advised that certain assumptions may be made with respect to inflation, interest rates, past trends, market performance and the overall economy. Past performance is in no way an indication of future performance and JBI cannot offer any guarantees or promises that the client’s financial goals and objectives will be met. As the client’s financial situation, goals, objectives, or needs change, the client must notify JBI promptly.

In limited circumstances, some clients may only require advice on a single aspect of the management of their financial resources. For these clients, JBI offers financial plans in a modular

format and/or general consulting services that address only those specific areas of interest or concern.

Portfolio Management Services

JB I provides discretionary and non-discretionary portfolio management services where the investment advice provided is custom tailored to meet the clients individualized needs and investment objectives. Subject to any written guidelines, which the client may provide, the Firm may be granted discretion and authority to manage the account. Accordingly, JB I is authorized to perform various functions at the client's expense without further approval from the client. Such functions include the determination of securities to be purchased/sold, the number of securities to be purchased/sold, the broker dealer to be used, and the commission rates to be paid. Once the portfolio is constructed, JB I provides continuous supervision and will rebalance the portfolio as changes in market conditions and client circumstances may require. When JB I enters non-discretionary arrangements with clients, JB I will obtain client approval prior to the execution of a trade.

Investment Discretion

JB I usually receives discretionary authority from the client at the onset of an advisory relationship to select the identity and number of securities to be bought or sold in their account. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the client account.

JB I observes the investment policies, limitations, and restrictions of the clients for which it advises when selecting securities and determining the allocations. For registered investment companies, JB I's authority to trade securities may also be limited by certain federal securities and tax laws.

Investment guidelines and restrictions must be provided to JB I in writing.

Assets Under Management

Discretionary assets under management provided by Schwab Institutional as of January 1, 2024: \$123,000,000

Discretionary assets under management provided by American Funds as of January 1, 2024: \$1,700,000

Discretionary assets under management provided by Nationwide as of January 1, 2024: \$4,200,000

Total Discretionary Assets: \$128,900,000 (502 Accounts/165 Clients)

Non-Discretionary assets American Funds 401k January 1, 2024: \$4,700,000

Non-Discretionary assets under the management of Mutual Group (Broker Dealer): January 1, 2024: \$6,100,000

Total Non-Discretionary Assets: \$10,800,000 (25 Accounts)

Item 5 – Fees and Compensation

Financial Planning Service Fees

JB I charges a minimum financial planning fee of \$1,500 for broad based services. The fee could be more depending on the scope and complexity of the plan, the client's situation, and the client's objectives. An estimate of the total time/cost will be determined at the start of the advisory relationship. The Firm requires that 50% of the fee be paid in advance, with the remaining portion due upon completion of the services rendered. The remaining balance is invoiced and payable upon completion of the financial plan. Under no circumstance will the Firm require prepayment of a fee more than six months in advance and more than \$500.

The fee for modular and/or consultative financial planning services is based on a negotiable rate ranging from \$200 to \$300 per hour. An estimate of the total time/cost will be determined at the start of the advisory relationship. Hourly consulting fees are due at the end of the consultation.

Clients may act on the Firm's recommendations by placing securities transactions with any brokerage firm the client chooses. The client is under no obligation to act on the Firm's financial planning recommendations. Moreover, if the client elects to act on any of the recommendations, the client is under no obligation to implement the financial plan through JB I.

JB I or the client may terminate the client agreement within five days of the date of acceptance without penalty to the client. After the five-day period, either party, upon 30 days' written notice to the other, may terminate the management agreement. The management fee will be pro-rated for the quarter in which the cancellation notice was given, and any pre-paid, unearned fee will be promptly refunded to the client.

Portfolio Management Service Fees

The annual fee for portfolio management services is billed quarterly the first market day of January, April, July, & October. Fees are billed in advance based on the market value of the assets on the last day of the preceding calendar quarter. Fees will be assessed pro rata in the event the portfolio management agreement is executed at any time other than the first day of a calendar quarter. The fee is based on a percentage of assets under management, and it is negotiable. The annualized fees for portfolio management services are based on the following fee schedule:

	<u>Annual Fee</u>	<u>Quarterly Fee</u>
First \$500,000	1.50%	.375%
\$501,000-\$1,000,000	1.25%	.3125%
\$1,000,001-\$2,000,000	1.00%	.25%
\$2,000,001-\$5,000,000	0.75%	.1875%

Over \$5,000,000

Negotiable

Payment of JBI's management fees will be made by the qualified custodian holding the client's funds and securities provided the client supplies written authorization permitting the fees to be paid directly from the account. JBI will not have access to client funds for payment of fees without written consent by the client. Further, the qualified custodian agrees to deliver a monthly account statement directly to the client, showing all disbursements from the account. The client is encouraged to review all account statements for accuracy. JBI will receive a duplicate copy of the statement that was delivered to the client. On rare occasions JBI may invoice clients directly for portfolio management fees.

JBI's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to JBI's fee, and John R. Boyer, shall not receive any portion of these commissions, fees, and costs.

Selection of Other Advisors & Compensation

JBI may recommend that clients utilize the services of a third-party investment adviser ("TPA") to manage a portion of or their entire portfolio. All TPAs recommended to clients must be registered as investment advisers either with the Securities and Exchange Commission or with the appropriate state authorities.

After gathering information about the client's financial situation and objectives, JBI will make recommendations regarding the suitability of a TPA or investment style based on, but not limited to, the client's financial needs, investment goals, tolerance for risk, and investment objectives. Upon selection of a TPA, JBI will monitor the performance of the TPA to ensure their performance and investment style remains aligned with the investment goals and objectives of the client.

JBI will share in the fee paid by the client to the TPA. Clients who are referred to TPAs will receive full disclosure, including services rendered and fee schedules, at the time of the referral by delivery of a copy of the relevant TPA's Form ADV Part 2 or equivalent disclosure document. In addition, if the investment program recommended to a client is a wrap fee program, the client will also receive the Schedule H or equivalent wrap fee brochure provided by the sponsor of the program. The Firm or the TPA will provide to each client all appropriate disclosure statements.

Fees paid by the client to the TPA are established and payable in accordance with the Form ADV Part 2 or other equivalent disclosure document provided by each TPA to whom the client is

referred, and these fees may or may not be negotiable. Such compensation may differ depending upon the individual agreement JBI has with each TPA. As such, JBI may have an incentive to recommend one TPA over another TPA with whom it has less favorable compensation arrangements or other advisory programs offered by TPAs with which it has no compensation arrangements.

Clients may be required to sign an agreement directly with the TPA selected. The client, the Firm or the TPA, in accordance with the provisions of those agreements, may terminate the advisory relationship. If the TPA is compensated in advance, the client will typically receive a pro rata refund of any prepaid advisory fees upon termination of an advisory agreement.

All fees are subject to negotiation.

John Boyer, Inc. receives an advisory fee based on the Assets Under Management from Brokerage Customers who have provided written consent to (Mutual Group) a broker-dealer to receive the investment advisory service from John Boyer, Inc. and have entered a written advisory contract with John Boyer, Inc. The advisory fee is calculated in advance based on the value of the Assets Under Management from Brokerage Customers as of the end of the previous quarter. The maximum advisor fee will not exceed 1% annually. This advisory fee is paid by the broker-dealer and is not charged to the clients separately.

Item 6 – Performance-Based Fees and Side-By-Side Management

John Boyer, Inc. does not charge performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

Item 7 – Types of Clients

John Boyer, Inc. provides portfolio management services to individuals, high net worth individuals, families, trusts, business owners and broker-dealer (Mutual Group).

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

JBI analyzes investment options based on both fundamental and technical analysis. Client assets are invested primarily in individual securities, exchange traded funds (ETFs) and mutual funds. The material risk in these investments is that, like any investment in securities, the value may go down and the principal is not protected. The strategy for investing client assets is to try to protect the downside by identifying market trends and to take an offensive or defensive approach as indicated by these trends. Any investment in securities involves the risk of loss and the clients must be prepared to bear a loss.

Item 9 – Disciplinary Information

JBI has not been the subject of any disciplinary actions.

Item 10 – Other Financial Industry Activities and Affiliations

John Boyer, Inc. has an agreement with Mutual Group (“Broker-Dealer”) to provide investment advisory services to Brokerage Customers. Broker-dealers pay compensation to John Boyer, Inc. for providing investment advisory services to Customers. Brokerage Customers will execute a written advisory agreement directly with John Boyer, Inc.

This relationship presents conflict of interest. Potential conflicts are mitigated by Brokerage Customers consenting to receive investment advisory services from John Boyer, Inc; by John Boyer, Inc. not accepting or billing for additional compensation on broker-dealers’ Assets Under Management beyond the advisory fees disclosed in item 5; and by John Boyer, Inc. not engaging as, or holding itself out to the public as, a securities broker-dealer. John Boyer, Inc is not affiliated with Mutual Group or any other broker-dealer.

Item 11 – Code of Ethics, Participation of Interest in Client Transactions and Personal Trading

JB I has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at JB I must acknowledge the terms of the Code of Ethics annually, or as amended.

JB I anticipates that, in appropriate circumstances, consistent with clients’ investment objectives, it will cause accounts over which JB I has management authority to effect and will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which JB I, its affiliates and/or clients, directly or indirectly, have a position of interest. JB I’s employees and persons associated with JB I are required to follow JB I’s Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors, and employees of JB I and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for JB I’s clients. The Code of Ethics is designed to assure that the personal securities transactions, activities, and interests of the employees of JB I will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Under the Code certain classes of securities have been designated as exempt transactions, based upon a determination that these would not materially interfere with the best interest of JB I’s clients. In addition, the Code requires pre-clearance of many transactions, and restricts trading near client trading activity. Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an

employee. Employee trading is continually monitored under the Code of Ethics, and to reasonably prevent conflicts of interest between JBI and its clients.

Certain affiliated accounts may trade in the same securities with client accounts on an aggregated basis when consistent with JBI's obligation of best execution. In such circumstances, the affiliated and client accounts will share commission costs equally and receive securities at a total average price. JBI will retain records of the trade order (specifying each participating account) and its allocation, which will be completed prior to the entry of the aggregated order. Completed orders will be allocated as specified in the initial trade order. Partially filled orders will be allocated on a pro rata basis. Any exceptions will be explained on the Order. JBI's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting Sarina Correa, sarina@johnboyerinc.com

It is JBI's policy that the firm will not affect any principal or agency cross securities transactions for client accounts. JBI will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an adviser, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment adviser in relation to a transaction in which the investment adviser, or any person controlled by or under common control with the investment adviser, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an adviser is dually registered as a broker-dealer or has an affiliated broker-dealer.

Item 12 – Brokerage Practices

JBI may recommend that clients establish brokerage accounts with one or more broker-dealers or custodians including, but not limited Mutual Group and/or Schwab Institutional division of Charles Schwab & Co., Inc. ("Schwab Institutional"), registered broker-dealers, members SIPC/NYSE, to maintain custody of the client's assets and to effect trades for their accounts. Clients are advised that there may be transaction charges involved when purchasing or selling securities. JBI does not share in any portion of the brokerage fees/transaction charges imposed by the designated custodian.

When recommending a broker/dealer, JBI will attempt to minimize the total cost for all brokerage services paid by the client. It may be the case that the recommended broker charges a higher fee than another broker charges for a service, such as commission rates.

JBI has adopted a policy on selecting brokers and dealers which requires that "best execution", adherence to fiduciary duty and compliance with the law are paramount considerations in selecting a broker or dealer to effect transactions for client accounts. "Best execution" means obtaining for the client the lowest total cost (in purchasing a security) or highest total proceeds (in selling a security), considering the circumstances of the transaction and the reputability and reliability of the

executing broker or dealer. In determining whether a particular broker or dealer is likely to provide best execution in a particular transaction, JBI considers all factors that it deems relevant to the broker's or dealer's execution capability, including, for example, price, the size of the transaction, the nature of the market for the security, the amount of the commission, the timing of the transaction in light of market prices and trends, the reputation, experience and financial stability of the broker or dealer, and the quality of service rendered by the broker or dealer in other transactions.

Additional Compensation

JBI participates in and receives benefits from Charles Schwab's Institutional program. Schwab Institutional provides JBI with access to its institutional trading and operations services, which are typically not available to Schwab retail investors. These services generally are available to independent investment advisers at no charge to them so long as a total of at least \$10 million of the adviser's clients account assets are maintained at Schwab Institutional. Schwab Institutional services may include research, brokerage, custody, access to mutual funds and other investments that are otherwise available only to institutional investors or would require significantly higher minimum initial investments. Schwab Institutional also makes available to JBI other products and services that benefit JBI but may not benefit its clients' accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution, provide research, pricing information and other market data, facilitate payment of JBI's fees from its clients' accounts, and assist with back-office support, recordkeeping, and client reporting. The availability to JBI of the foregoing products and services is not contingent upon JBI committing to Schwab Institutional any specific amount of business (assets in custody or trading).

Item 13 – Review of Accounts

John R. Boyer, President and Investment Adviser Representative, review client accounts periodically. Internal portfolio reviews for clients are performed on at least a semi-annual basis. However, the change in an individual client's personal and/or financial situation may require more frequent reviews. In addition, changes in macroeconomic and/or geopolitical conditions may also predicate more frequent reviews. As to portfolio reviews with advisory clients, it is the Firm's intent and desire to meet with each advisory client at least annually for purposes of reviewing their portfolio performance and for purposes of determining whether the client's investment objectives may have changed. However, the Firm realizes that some clients may be unwilling, or unable, to meet in person even once per year due to personal or business obligations. In these cases, we will forward a performance summary to them for review and follow up with a telephone appointment. The reviews generally reflect not only the client's aggregate portfolio performance, but also the performance of their individual security holdings.

Reports to Clients

Clients will receive comprehensive performance summaries from the Firm at least annually. Reports are also available upon client request. The information provided in these summaries is detailed above.

Investment or Brokerage Discretion

Generally, clients grant JBI discretion over the selection and number of securities to be bought or sold, the broker or dealer to be used, and the commission rates to be paid for their accounts without obtaining their prior consent or approval. However, the Firm's investment authority may be subject to specified investment objectives, guidelines, and/or conditions imposed by the client. For example, a client may specify that the investment in any stock or industry should not exceed specified percentages of the value of the portfolio and/or restrictions or prohibitions of transactions in the securities of a specific industry. Clients may amend these limitations as required. Such amendments must be submitted in writing.

Item 14 – Client Referrals and Other Compensation

Non-employee (outside) consultants, who are directly responsible for bringing a client to JBI, may receive compensation from JBI. Such agreements will comply with the requirements set forth in Rule 206(4)-3 of the Investment Advisers Act of 1940, including the requirement that the relationship between the solicitor and the investment adviser be disclosed to the client at the time of the solicitation or referral. Under these arrangements, the client does not pay higher fees than JBI's normal/typical advisory fees.

In any case, applicable state laws may require these persons to become licensed as representatives of JBI or as an independent investment adviser. JBI will request that its clients acknowledge this arrangement prior to acceptance of the client's account for advisory services.

Item 15 – Custody

JBI does retain custody of clients' accounts for fee debiting. Clients may authorize us to debit fees directly from their accounts. Client must sign a Registered Investment Agreement authorization permitting the custodian Not to debit our fees from their account. JBI will send quarterly billing invoices to each client, and they are urged to compare them with the custodian's statement. If any inconsistencies are found clients should contact us immediately.

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. JBI urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Item 16 – Investment Discretion

JB I usually receives discretionary authority from the client at the onset of an advisory relationship to select the identity and number of securities to be bought or sold in their account. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the client account.

JB I observes the investment policies, limitations, and restrictions of the clients for which it advises when selecting securities and determining the allocations. For registered investment companies, JB I's authority to trade securities may also be limited by certain federal securities and tax laws.

Investment guidelines and restrictions must be provided to JB I in writing.

Item 17 – Voting Client Securities

As a matter of firm policy and practice, JB I does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for all securities maintained in client portfolios. JB I may provide advice to clients regarding the clients' voting of proxies.

Class Action Lawsuits

From time to time, securities held in client accounts will be the subject of class action lawsuits. The Firm has no obligation to determine if securities held by the client are subject to a pending or resolved class action lawsuit. It also has no duty to evaluate a client's eligibility or to submit a claim to participate in the proceeds of a securities class action settlement or verdict. Furthermore, the Firm has no obligation or responsibility to initiate litigation to recover damages on behalf of clients who may have been injured because of actions, misconduct, or negligence by corporate management of issuers whose securities are held by clients.

Where the Firm receives written or electronic notice of a class action lawsuit, settlement or verdict affecting securities owned by a client, it will forward all notices, proof of claim forms, and other materials to the client. Electronic mail is acceptable where appropriate if the client has authorized contact in this manner.

Item 18 – Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about JB I's financial condition. JB I has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients and has not been the subject of a bankruptcy proceeding.

John R. Boyer, CFP®

John Boyer, Inc.

1304 De Soto Ave. #101

Tampa, FL 33606

813.254.9500

March 21, 2024

This Brochure Supplement provides information about John R. Boyer that supplements the John Boyer, Inc. Brochure. You should have received a copy of that Brochure. Please contact Sarina Correa at 813.254.9500 if you did not receive John Boyer Inc.'s Brochure or if you have any questions about the contents of this supplement.

Additional information about John R. Boyer is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

John R. Boyer, CFP®

Year of Birth: 1964

Formal Education After High School:

- University of Florida, BSBA, Business, 1988.

Business Background for the Previous Five Years:

- John Boyer, Inc., President/Director, 11/2007 to Present
- Barron Asset Management, Inc., President/Director, 11/1999 to 11/2007.
- Securities Service Network, Inc., Registered Principal and Registered Representative, 06/1995 to 8/2020
- Purshe Kaplan Sterling Investments, Registered Principal and Registered Representative, 08/2020 to 9/30/2023.

- Mutual Group
10/1/2023 to Current

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Item 4- Other Business Activities

No information is applicable to this Item.

Item 5- Additional Compensation

No information is applicable to this Item.

Item 6 – Supervision

Supervision provided by Registered Investment Advisor John Boyer, Inc
1304 S. DeSoto Ave. #101
Tampa, FL 33606

Item 7- Requirements for State-Registered Advisers

A. In addition to the events listed in Item 3 of Part 2B, the supervised person has **NOT** been involved in one of the events listed below.

1. An award or otherwise being *found* liable in an arbitration claim alleging damages in excess of \$2,500, *involving* any of the following:

- (a) an investment or an *investment-related* business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

B. The *supervised person* has **NOT** been the subject of a bankruptcy petition.

John Boyer, Inc

March 21, 2024

FORM CRS FORM ADV PART 3

ITEM 1: John Boyer, Inc. is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ, and it is important for you, our client, to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to “retail” investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

ITEM 2: What investment services and advice can you provide me? We offer the following investment advisory services to retail investors: **Financial Planning Services; Portfolio Management Services; and Selection of Other Advisers.** Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 7, and 8 Brochure found at: <https://adviserinfo.sec.gov/firm/summary/145275>.

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments on a quarterly basis and will conduct account reviews at least annually.

Investment Authority: We manage investment accounts *on a discretionary basis* whereby we will decide which investments to buy or sell for your account. We have discretion to select, retain or replace third-party managers to manage your accounts. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing. We also offer non-discretionary investment management services whereby we will provide advice, but you will ultimately decide which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Investment Offerings: We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

Account Minimums and Requirements: In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively.

Key Questions to Ask Your Financial Professional

- **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?**

ITEM 3: What fees will I pay? The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A, Items 5 and 6 Brochure found at: <https://adviserinfo.sec.gov/firm/summary/145275>

- **Asset Based Fees** - Payable Quarterly in Advance. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets;
- **Hourly Fees** - Our hourly rate ranges between \$200 and \$500 payable upon services rendered;
- **Fixed Fees** - Our fixed fees range between \$500 and \$10,000, payable 50% of the fee in advance and the remaining portion upon the completion of the services rendered.

Examples of the most common fees and costs applicable to our clients are:

- Custodian fees;
- Account maintenance fees;
- Fees related to mutual funds and exchange-traded funds;
- Transaction charges when purchasing or selling securities; and

- Other product-level fees associated with your investments.

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.

Key Questions to 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 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 may create conflicts with your interests. You should understand and ask us about these potential conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

- **Proprietary Trading:** We recommend investments that are issued, sponsored, or managed by our firm or our affiliates. We have a financial incentive to recommend such proprietary investments;
- **Third-Party Payments:** (1) Persons providing advice on behalf of our firm are registered representatives with a broker-dealer. These persons receive compensation in connection with the purchase and sale of securities or other investment products. Compensation earned by these persons is separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend investment products based on the compensation received rather than solely based on your needs; (2) Persons providing investment advice on behalf of our firm are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products. Insurance commissions are separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs.

Refer to our Form ADV Part 2A Brochure to help you understand what conflicts exist. It can be found at this URL: <https://adviserinfo.sec.gov/firm/summary/145275>

Key Questions to Ask Your Financial Professional

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

How does your financial professionals make money?

The financial professional(s) servicing your account(s) are compensated with salary and bonus. Financial professionals' compensation is based on the revenue the firm earns from the person's services or recommendations. The bonus compensation paid to our financial professionals involves a conflict of interest because they have a financial incentive to refer clients to our firm.

ITEM 4: Do you or your financial professionals have legal or disciplinary history? No. Please refer to BrokerCheck.com: <https://brokercheck.finra.org/individual/summary/1981777>

Key Questions to Ask Your Financial Professional

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

ITEM 5: You can find additional information about our investment advisory services and request a copy of the relationship summary at 813-254-9500 or via mail at: 1304 s. Desoto Ave. #101 Tampa, FL 33606 or refer to our Form ADV Part 2A Brochure to include the full URL at: <https://adviserinfo.sec.gov/firm/summary/145275>

Key Questions to Ask Your Financial Professional

- **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?**