

McRae Capital Management Inc
FORM CRS – CUSTOMER RELATIONSHIP SUMMARY
June 18, 2020

<p>Item 1. <u>Introduction</u></p>	<p>McRae Capital Management Inc (“MCM”) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. 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, which also provides educational materials about broker-dealers, investment advisers, and investing.</p>
<p>Item 2. <u>Relationships and Services</u></p>	<p>What investment services and advice can you provide me? We provide discretionary investment management to separate account clients based on the individual needs of each client. MCM requires that each client complete a written investment advisory agreement to set forth the terms under which MCM shall manage the client account(s).</p> <p>Monitoring Each account is continually monitored by the investment officer assigned to it. This officer, a member of the Investment Committee, makes the investment decisions for the account. We have instructed each investment officer to review the account based on the client’s objectives and overall policy mutually decided upon with the client at the start of the account.</p> <p>Investment Authority MCM has investment discretion over clients’ accounts, including the amount and price of securities bought and sold, the preferred broker-dealer, and the commission rate. The discretionary authority granted to MCM is evidenced in the investment advisory agreement that is executed by MCM and the client at the inception of the advisory relationship. Clients can place reasonable restrictions on MCM’s investment discretion.</p> <p>Limited Investment Offering We do not limit our advice to proprietary products, or a limited menu of products or types of investments. MCM discusses with clients, specific investment objectives and/or restrictions, mutually agreed upon asset allocation between equities, fixed income, and money funds, and the types of investments that shall be held by the client. Clients may impose restrictions on their account based on specific securities, security type, or industry type, among others.</p> <p>Account Minimums and Other Requirements We accept clients with a minimum of \$1,000,000 of investible assets. Assets of family members are aggregated for purposes of meeting this minimum.</p> <p>Additional information about MCM services is available on Part 2 of our Form ADV, which is available at https://adviserinfo.sec.gov/firm/summary/104567</p> <p>Conversation Starters. Ask your financial professional—</p> <ul style="list-style-type: none"> • 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?
<p>Item 3. <u>Fees, Costs, Conflicts, and Standard of Conduct</u></p>	<p>A. What fees will I pay? MCM has a flexible fee schedule reflecting the differences in the size and composition of various accounts. Registrant’s current fee schedule is 1% per annum on the first \$3,000,000; .75% on amounts between \$3,000,000 and \$5,000,000; and .5% over \$5,000,000. This schedule has changed from time to time and may change in the future in light of general economic and industry conditions. MCM has, under some circumstances, negotiated different fee terms with certain clients which include a waiver of fees or reduction in fees. Additional information about our firm’s fees are included in Item 5 of Part 2 of Form ADV, available at https://adviserinfo.sec.gov/firm/summary/104567.</p> <p>In the rare instances that a minor portion of a client’s assets are invested in mutual funds, the client pays the fee designated by the fund as well as Registrant’s advisory fee. Clients will incur brokerage and transaction costs, including commissions charged by the broker-dealer where the account is held.</p>

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	<p>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.</p> <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • 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?
<p>Item 3. <u>Fees, Costs, Conflicts, and Standard of Conduct</u></p>	<p>B. 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?</p> <p><i>When we act as your investment adviser,</i> 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 to you. Here are some examples to help you understand what this means.</p> <ul style="list-style-type: none"> • We manage accounts for multiple clients, and we allocate our time based on each client’s needs. Our firm earns more as we expand our client base and grow our assets under management, and we seek to balance our staffing with the individualized needs of each client. • In the event that a client is referred to MCM by a broker-dealer, MCM has a potential conflict between the client’s interest in obtaining best execution and MCM receiving future referrals from the broker-dealer. • Officers and employees of MCM may be investors in securities, which are purchased for client’s portfolios. Clients are informed of this when they first become clients. However, officers and employees are not permitted to trade in any manner that would be in conflict with a client’s interests. <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • How might your conflicts of interest affect me, and how will you address them? <p>Additional information about conflicts of interest between MCM and its clients is available on Part 2 of our Form ADV, which is available at https://adviserinfo.sec.gov/firm/summary/104567</p> <p>How do your financial professionals make money? MCM’s financial professionals receive a salary and may receive a discretionary bonus. Compensation is set with the intention of attracting and retaining highly qualified professionals. Compensation is based on a variety of factors, including the number, value and complexity of accounts under management, the performance of those accounts, and client satisfaction and retention.</p>
<p>Item 4. <u>Disciplinary History</u></p>	<p>Do you or your financial professionals have legal or disciplinary history? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.</p> <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • As a financial professional, do you have any disciplinary history? For what type of conduct?
<p>Item 5. <u>Additional Information</u></p>	<p>Additional information about our services can be found at https://adviserinfo.sec.gov/firm/summary/104567. If you have any questions about the contents of this brochure or would like to request a copy of this relationship summary, please contact Rod McRae III at 973-387-1080.</p> <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • 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?