Terry McDaniel & Company
SEC Form CRS
6/30/20

Introduction

Founded in 1985 in Austin, Texas, Terry McDaniel & Company is an SEC-registered investment advisor. Our only business is providing comprehensive investment counseling and portfolio management for individuals, families and charitable organizations. We are compensated solely by fees on investment assets under our management, and we put client interests first in all our decisions and relationships. For more information about working with registered investment advisors, visit this SEC website: https://www.investor.gov/

Relationships and Services

What investment services and advice can you provide me?

We advise and serve individuals, families and charitable organizations in a comprehensive manner, considering their investments within the context of their overall financial situation. As we partner with you in managing your investments, other important and related issues such as taxes, estate planning, insurance and family matters are frequently a part of our discussions. We work closely with your other advisors such as attorneys, CPAs and personal administrators. We monitor your portfolio on an ongoing basis and meet personally with you on request for a review.

Although you authorize us to take discretion in managing your investments, our policy is to consult with you before any action is taken. Investments include high quality individual stocks, bonds, and cash equivalents. For smaller accounts, we may use mutual funds, although in that case no fees are charged on these assets. Custodian firms, such as Charles Schwab, hold these securities for you and we act as advisor. In most cases, our clients have at least $1 million in investable assets. Refer to SEC Form ADV for more information: https://reports.adviserinfo.sec.gov/reports/ADV/104732/PDF/104732.pdf

Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

We charge a management fee based on a percentage of managed assets payable quarterly. You may elect to be billed directly or give authorization to have fees electronically deducted from your account.

You may also pay fees to custodian firms holding your account assets. These can include fees on money market funds, buys and sales, mutual funds, bond trade-away fees, etc. We do not participate in these charges.

You will pay fees whether you make or lose money on your investments. Fees reduce any gains you make over time. Thus, understanding what fees and costs you are paying is important.

What are your legal obligations to me when acting as my investment advisor? 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 SEC considers the way we make money to be in conflict with your interests and can affect the advice we give you.

For example, our firm earns revenue solely from asset management fees. We have no other revenue sources. This may cause us to encourage you to place more assets under our management (your 401k or other assets), thereby increasing our revenue. You should consider the possibility of a conflict of interest if we encourage you to place additional assets with us.

How do your employees make money?

All our employees are paid a salary and may receive a year-end bonus equal to the same % of annual salaries depending on the firm's ability to fund such bonus.

Refer to SEC Part 2 Brochure for more information: https://adviserinfo.sec.gov/firm/brochure/104732

Disciplinary History

Do you or your employees have legal or disciplinary history?

No. You may research our firm and our investment professionals at https://www.investor.gov/.

Additional Information

You can find additional information on our website listed below, including a copy of Form CRS. Please contact our firm at the number below to speak with an investment professional.

Terry McDaniel & Company
2630 Exposition Blvd., Suite 300
Austin, Texas 78703
Phone 512-495-9500
www.tmcdanco.com