

**Herold Advisors, Inc.**  
**Client Relationship Summary**  
11/03/2020

Introduction

Herold Advisors, Inc. is registered with the Securities and Exchange Commission (SEC) as an Investment Advisor. Investment advisory services and fees differ from Broker-Dealer services and fees, 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](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers and investing.

What investment services and advice can you provide me?

We offer Investment Advisory Services to retail investors, including evaluating risk in portfolios and establishing overall financial objectives with clients for a fee. We also offer other services through our affiliate Herold& Lantern Investments, Inc. where your account will be established and which can be found at [www.heroldlantern.com](http://www.heroldlantern.com). If we are soliciting you, we will make investment recommendations to you and recommend the type of account to be established. Accounts may be established on a Discretionary or Non-Discretionary basis. We will monitor your advisory account with a set frequency. We will review your account for the purpose of whether to provide additional investment recommendations to you.

You make the ultimate decision regarding the type of account to establish, the type of investments based on your objectives and what type of relationship you will have with us. With Non-Discretionary accounts you make the ultimate decision regarding the purchase or sale of investments. There are no minimums. For additional information on our advisory services please refer to Form ADV and our program brochures located <https://adviserinfo.sec.gov/>

**Conversation Starters.** Ask your financial professional –

\*Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of 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?

What fees will I pay?

You will pay an asset-based fee if you choose our **wrap program**, include most transaction cost and fees to a broker-dealer that has custody of the assets and therefore are higher than a typical managed program. The asset-based fee is based on the value of the assets you place under our management and expected number of transactions anticipated based on your investment objectives. The more assets there are in your retail advisory account, the more you will pay in fees, and the firm may therefore have an incentive to have you increase the assets in your account. If you selected our typical **managed program** you will pay an asset-based fee and a commission on each transaction. The asset-based fee is based on the value of the assets you place under our management. The commission is a transaction charge and is incurred when we place a trade to buy or sell a security in your brokerage account. Based on the type of investment objectives you may agree to with your investment advisor, it may affect the number of transactions in your account and ultimate cost to you. You will pay other fees for services used in your brokerage account. Some of these fees may include custodial fees (for retirement accounts), paper statement fees, fees related to mutual funds and other transactional fees and product level fees. You should review the relationship summary for our affiliate Bernard Herold & Co., Inc for disclosure of fees that you may pay.

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. For additional information on fees charged please see Herold Advisors Brochure in Form ADV Part 2A Brochure <https://adviserinfo.sec.gov/>

**Conversation Starters.** 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 advisor? How else does your firm make money and what conflicts of interest do you have?

**When we act as your investment advisor**, we act as a fiduciary and 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 may provide you.

For additional information on conflicts, please see Form ADV Part 2A Brochure <https://adviserinfo.sec.gov/>

**Conversation Starters.** Ask your financial professional –  
**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 compensated based upon a percentage of the fees or commission. The financial professional will receive the same percentage of the compensation no matter which product is recommended. While the amount you are charged will vary depending on the program you select, the investment professional will receive the same percentage. There may be conflicts your professional has in choosing a type of account where he would make a higher level of compensation. You should discuss these conflicts.

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 us and our financial professionals.

**Conversation Starters.** Ask your financial professional –  
\* As a financial professional, do you have any disciplinary history? For what type of conduct?

Additional Information

For additional information about our services, please visit our website at [www.heroldlantern.com](http://www.heroldlantern.com). If you would like additional, up-to-date information or a copy of this disclosure please call 212-371-3950.

Our affiliate's, Herold & Lantern Investments, Inc., relationship summary may be found at [www.heroldlantern.com](http://www.heroldlantern.com).

**Conversation Starters.** 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?**