



## Introduction

Hinsdale Associates Incorporated (“Hinsdale”) is an investment adviser registered with the Securities and Exchange Commission and provides advisory services rather than brokerage services. Investment advisory and brokerage services and fees differ, and it is important for retail investors to understand the differences. This document gives you a summary of the types of services we provide and how we are compensated. Please feel free to ask us for more information - some suggested questions are provided as examples. Additionally, free and simple tools are available to you to assess firms and financial professionals at [investor.gov/CRS](https://www.investor.gov/CRS), which also provides free educational materials about broker-dealers, investment advisers, and investing.

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

We offer separately managed accounts (“SMAs”) to retail investors and various organizations. We typically focus on asset allocation, implementing through ETFs and selected mutual funds. Advisory services are developed in consultation with you and managed to one of five broad investment strategies. Investments are managed on a discretionary basis, subject to an investment management agreement (“IMA”) and are continuously monitored as part of this service. New accounts are typically subject to a \$100,000 minimum asset value at inception, although we may reduce or waive that minimum, at our discretion, based upon various criteria (e.g., historical relationship, type of assets, related accounts, etc.).

We also offer financial planning services to retail investors whereby clients receive a documented financial plan tailored to their individual needs. Plans can address wealth preservation, personal planning, tax and cash flow planning, insurance review, retirement planning and estate planning. Upon request, we also can assist financial planning clients in executing their financial plans. However, accounts are non-discretionary, meaning clients make the ultimate decision regarding the purchase and sale of investments, and are not continuously monitored.

*Additional information about our advisory services is in our Form ADV Part 2A Brochure, which is available online [here](#), under Firm Description, Types of Advisory Services, and Fees and Compensation.*

### Questions to Ask Us:

- 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 those qualifications mean?

## What fees will I pay?

Clients typically pay for advisory services via an ongoing, asset-based fee, subject to the IMA you execute with us. Fees for SMAs may be up to 1% annually of assets under management depending on the complexity and level of service provided, your total assets under management, or other circumstances we deem relevant. Asset-based fees subject Hinsdale to a potential conflict of interest in that the more assets there are in your advisory account, the more you will pay in fees, and thus the firm has an incentive to encourage you to increase the assets in the account. Fees are generally deducted from your account quarterly in arrears. In certain circumstances, fees and other terms may be subject to negotiation. Financial planning services are billed at an hourly or a fixed rate, starting at \$300 for limited-scope engagements and increasing with the complexity of the plan and time spent developing recommendations.

Certain insurance products we sell will earn commissions for us. We do not receive an advisory fee with respect to those products for which we receive a commission. Some investments like mutual funds and ETFs charge their own advisory fees and other expenses, which are in addition to the fees you pay us. Hinsdale’s investment management fees do not include other expenses incurred in connection with advisory services, such as custodial fees, brokerage commissions and other transaction costs. 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.

*Additional information about our advisory services is in our Form ADV Part 2A Brochure, which is available online [here](#), under Advisory Business, Financial Planning Agreement, Advisory Service Agreement, and Fees and Compensation.*

**Questions to Ask Us:**

- Help me understand how these fees and costs may affect my investments. If I give you \$100,000 to invest, how much will go to fees and costs and how much will be invested for me?
- How do I know if a recommendation was or will be compensated through asset-based fees, fixed fees, hourly fees, or commissions? Are these items clearly identified in invoices or other reporting?
- How might your conflicts of interest affect me, and how will you address them?

**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 must 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 you. Here are some examples to help you understand what this means:

Asset-based fees subject us to a potential conflict of interest in that the more assets there are in your advisory account, the more you will pay us in fees, and thus we have an incentive to encourage you to increase the assets in the account. Similarly, we have an incentive to recommend ongoing services versus hourly or fixed fees.

The ability to earn commissions subject us to an incentive to recommend financial products, such as insurance coverage, in addition to providing investment recommendations. Clients are not obligated to implement recommendations through Hinsdale. Further, we do not receive an advisory fee with respect to those products for which we receive a commission.

Additional information about our advisory services is in our Form ADV Part 2A Brochure, which is available online [here](#), under Advisory Business, Financial Planning Agreement, Advisory Service Agreement, and Fees and Compensation.

**Questions to Ask Us:**

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

**How do your financial professionals make money?**

Our employees are paid a salary by Hinsdale and may earn bonuses based on overall firm revenue. Certain advisory representatives may earn commissions on the sale of insurance products. Additionally, Hinsdale's principals are entitled to income from the revenue the firm earns.

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

Yes. All clients and prospective clients are advised to research Hinsdale and its investment professionals using the free and simple search tool at [Investor.gov/CRS](https://www.investor.gov/CRS).

**Questions to Ask Us:**

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

**Additional Information**

You can find additional information about our firm's investment advisory services on the SEC's website at [www.adviserinfo.sec.gov](https://www.adviserinfo.sec.gov) by searching CRD# 108293. You may also visit our website, [hinsdaleassociates.com](https://hinsdaleassociates.com), or contact us by phone at (630) 325-7100 or via email at [murbik@hinsdaleassociates.com](mailto:murbik@hinsdaleassociates.com) to request a current copy of this relationship summary, our Form ADV Part 2 Brochure and Supplement, and other up-to-date information.

**Questions to Ask Us:**

- Who is my primary contact person?
- Who can I talk to if I have concerns about how this person is treating me?

**Commented [BR1]:** Michael A Urbik 1155930 – Yes (individual) 8/05 and 8/00  
Harold C. Eberling, Jr. 2501651 – Yes 2/09 (Hinsdale)  
William K Lynch 2279090 - No