

Introduction


Veronica Cardenas is registered with the U.S. Securities and Exchange Commission as an investment adviser. Investment advisory services and fees differ from brokerage services and it is important for you to understand the differences. As an adviser, I work directly with you to help grow and protect your investments.

Free tools and resources about investment advisers, broker-dealers, and investing are available at Investor.gov/CRS.

What investment services and advice can I provide you?

I provide ongoing portfolio management and investment planning for small business owners, charitable organizations, individuals and families. I manage accounts on a discretionary basis, meaning I can make day-to-day investment decisions for you based on your goals, time horizon, and comfort with risk.

I do not hold your assets — they are kept with an independent, qualified custodian. There are no account minimums to begin working with me.

 *Conversation Starter: Given my financial situation, should I choose an advisory service? Why or why not? How will you choose investments to recommend to me? What is your experience, including your licenses, and education.*


What fees will you pay?

My advisory fee is based on the type of assets I manage for you:

- Equities (stocks, ETFs, equity mutual funds): 0.65% annually (65 basis points)
- Fixed Income (bonds, bond mutual funds, bond ETFs): 0.30% annually (30 basis points)
- Cash & cash equivalents: 0.15% annually (15 basis points)

Fees are billed quarterly based on your portfolio's value at the end of each quarter. You will also pay separate fees to custodians, mutual funds, ETFs, and other investment products, which are not paid to me but will reduce your returns over time.


Example: If you had \$200,000 in equities, \$100,000 in bonds/bond funds, and \$50,000 in cash, your total annual advisory fee would be about \$1,675 — billed in four quarterly payments of about \$418.75.

 *Conversation Starter: If I invest \$10,000 with you, how much would go toward fees and how much would actually be invested?*

How do I put your interests first?

I am required to act in your best interest at all times and never put my own interests ahead of yours. However, it's important to know about potential conflicts of interest.

Because I'm paid based on assets under management (AUM), I benefit when you increase the assets in your account. I manage this conflict by being transparent about fees and focusing on what's best for your financial goals.

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

Do you have any disciplinary history?

Yes, as an advisor, none for the firm.


You can confirm this at [Investor.gov/CRS](https://www.investor.gov/crs), which also offers educational tools for investors.

 *Conversation Starter: Have you ever had any disciplinary actions? What happened?*

Additional Information

If you'd like more details about my services, fees, or this relationship summary, please contact me:

Veronica Cardenas
calling (312) 945-3740
vscardenas@sbcglobal.net

 *Conversation Starter: Who is my main point of contact, and who can I talk to if I have concerns?*