

# Form CRS (Client Relationship Summary)

## March 29, 2024

### Saling Simms Associates, Inc.

SALING SIMMS ASSOCIATES, INC. ("Saling Simms Associates", "we", "us") 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](https://www.investor.gov/CRS), which also provides educational materials about broker/dealers, investment advisers, and investing.

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

The investment advisory programs we offer include:

**Financial Advisor Managed** – Accounts in this program may be (a) discretionary – your financial professional makes investment decisions to buy, sell or hold securities in your account; or (b) non-discretionary – your financial professional offers advice and recommendations to buy, sell or hold securities but you make the final investment decisions.

**Firm Managed** – We or another firm, which may or may not be affiliated with us, manages investments in your account. All firm managed programs are discretionary. We also offer various investment advisory services including (a) **Financial Planning** – your financial professional helps you develop a goal-based strategy or financial plan intended to achieve your financial objectives; and (b) **Investment Consulting** – your financial professional offers advice on investments held at or outside of Raymond James.

**Monitoring:** We conduct ongoing monitoring of your advisory accounts tailored to your advisory relationship and advisory account(s).

**Account Minimums:** Most advisory programs have minimum account size requirements.

**Limited Investment Offerings:** We provide advice on proprietary and non-proprietary products. Depending on your choice of account type, strategy, and model, you may receive advice with respect to a broad range of investments, or you may receive advice regarding a limited range of investments. For example, we do not make all mutual funds available for use in advisory programs or 401(k) Exchange programs and generally limit the offered mutual funds to a single share class.

**For additional information about investment advisory services:** See SALING SIMMS ASSOCIATES, INC. Form ADV Part II

#### **CONVERSATION STARTER**

*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?*

#### What fees will I pay?

In an investment advisory account, you will incur advisory fees which are generally assessed quarterly at the rate you agreed upon with your financial professional (based on our established fee schedule). Generally, that will be a "wrap" fee that covers the applicable advisory fee, third-party manager fees, execution charges on trades, and custody and clearing services. The wrap fee does not include commissions and other charges for trades that a third-party manager directs to another broker/dealer. In addition, it does not include underlying management fees and operating expenses for investment products and other charges described in our advisory brochure. *Because we and your financial professional are compensated based on the amount of assets in your account, we and your financial professional are incentivized to increase your assets.* During periods of lower trading activity, the advisory fee may be higher than the transaction charges you would have paid in a brokerage account. To determine whether an investment advisory account is appropriate for you, you should carefully analyze the projected costs of an investment advisory account versus a brokerage account. based on factors such as expected size, volume, and frequency of transactions, projected holding period and the advisory services provided by your financial professional. **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:** See SALING SIMMS ASSOCIATES, INC. Form ADV Part II

**CONVERSATION STARTER**

*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 adviser? 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 way we make money creates some conflicts with your interests. You should understand and ask about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

**Types of Products-** Your financial advisor may act also as a registered representative of a broker/dealer. In such capacity they may receive commission on products offered outside of the investment adviser in which the advisor may be compensated differently. Because of that they may be incentivized to recommend products that pay outside compensation.

**Retirement Plan Rollovers-** When clients retire from a company, they often face 4 options; leave money in the plan, roll to an IRA, roll into a new employer plan or cash out. This may give rise to a conflict that the advisor may recommend a strategy that results in increased compensation.

This summary does not identify all our conflicts of interest or all material facts about the conflicts of interest listed. **For additional information about these and other conflicts of interest:** See SALING SIMMS ASSOCIATES Form ADV Part 2A

**CONVERSATION STARTER**

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

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

Most financial professionals are compensated based on a salary. Occasionally, some of our financial professionals will receive a performance-based bonuses based on the performance of the company.

When financial professionals affiliate with us, they may receive compensation in connection with transitioning from their prior firm. This includes an upfront payment and additional potential compensation based on the revenues generated from client accounts in the first few years. *This creates incentives for financial professionals to encourage you to move your assets to Saling Simms Associates and to produce greater revenues by charging higher fees.* The revenue in each of the above points may include revenue earned from a financial professional's accounts with Saling Simms Associates and with an affiliated broker/dealer.

**Do you or your financial professional shave a legal or disciplinary history?**

No.

**CONVERSATION STARTER**

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

**Additional Information:** To obtain additional information regarding our services or to request a copy of this relationship summary, please contact us at 614-841-1881.

**CONVERSATION STARTER**

*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?*