

Mace Capital Management, LLC

May 7, 2020

Customer Relationship Summary

Helping you make an informed decision

Form CRS

Introduction

Mace Capital Management, LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser.

Free and simple tools are available for you to research firms and financial professionals at www.investor.gov/CRS, a website maintained by the SEC. These tools can also provide you with educational materials about broker-dealers, investment advisers, and investing

This relationship summary provides information that helps you make an informed decision about whether or not to invest with us and will answer the following questions:

- *What investment services and advice can we provide you?*
- *What fees will I pay?*
- *What are your legal obligations to me when providing recommendations when acting as my investment adviser? How are your services paid for and what are your conflicts of interest?*
- *How do your financial professionals make money?*
- *Do you or your financial professionals have legal or disciplinary history?*
- *Where can I find additional information?*

What investment services and advice can you provide me?

We offer investment advisory and consulting services to individuals, pension and profit-sharing plans, trusts, estate, and charitable organizations. We will contact you, either in person, by phone or email, at least quarterly to discuss your investment portfolio.

Our services are non-discretionary advisory services. With respect to our non-discretionary services, you should be aware that you make the ultimate decision regarding your investment holdings, including the purchase and or sale of those investments. Our investment advice generally covers equities, fixed income, options, futures, and mutual funds. Other firms could provide advice on a wider range of choices, some of which might have lower cost. We require a minimum account size of \$100,000; and we do have a minimum quarterly fee of \$250.00.

For additional information please see our Form ADV, Part 2A brochure, Items 4, 5 and 7. Contact us at 212-626-6632 and we will be happy to discuss with you.

Conversation Starter: - Ask your financial professional -

- ***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?

Principal Fees and Costs

Retail investors will incur the fees described below for investment advisory services, which are negotiated between you the client, and your financial advisor. The principal fees for investment advisory services are as follows:

- Asset-based fees, which are based upon a percentage of the assets managed by us.

Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account. Additionally, the amount paid to us and your financial professional generally does not vary based on the type of investments we select on your behalf. The asset-based fee reduces the value of your account and will be deducted from your account.

The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee quarterly even if you do not buy or sell your investment assets

Other Fees and Costs

You will also pay transaction fees, and other transaction related third-party costs and expenses incurred in the management of your assets. These costs include charges imposed by custodians and others, such as custodial fees, deferred sales charges, wire transfer and electronic fund fees, and other fees and taxes on custodial brokerage accounts and securities transactions. Some investments (such as mutual funds and variable annuities) impose additional fees that will reduce the value of your investment over time.

Additional Information

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.

See our Form ADV, Part 2A brochure, Items 5 and 12, as applicable and other applicable documents for additional information regarding our fees and costs.

Conversation Starter: Ask your financial professional and start a conversation about the impact of fees and costs on investments -

- **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?

When we act as your investment adviser, we have to act in your best interest and not put our interests 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 that we provide you. Here are some examples to help you understand what this means:

- Your custodian provides services to us, including research, execution, brokerage, custody and access to mutual funds and other investments. Additional products and services provided assist us in managing and administering clients' accounts. These services are provided based in part on the assets held at the respective custodians, and as such, create an incentive for us to direct clients to their custodial platforms. For additional information, please see our Form ADV Part 2A, Item 14.

Additional Information

For more detailed information about our conflicts of interest, see our Form ADV, Part 2A brochure, Item 12 and 14.

Conversation Starter: 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?

Your financial professional earns compensation based upon a portion of the revenue we earn from you for providing you with those advisory services. As a result, your financial professional may have a financial incentive not to reduce fees. Additionally, your financial professionals are compensated based on factors such as the amount of client assets they service, and the time and complexity required to meet a client's needs. Other sources of income include the sale of insurance products and compensation as a real estate agent.

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

No, neither your financial professional nor we have any legal or disciplinary history.

Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter: Ask your financial professional:

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

Additional Information

For additional information regarding our services. If you would like additional, up-to-date information or a copy of this disclosure, please contact Steven Mace by phone at 212-626-6632, or by email at stevemace@macecapitalmgmt.com.

Conversation Starter: 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?**