

John Boyer, Inc

March 16, 2022

FORM CRS FORM ADV PART 3

ITEM 1: John Boyer, Inc. is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ, and it is important for you, our client, to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to “retail” investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

ITEM 2: What investment services and advice can you provide me? We offer the following investment advisory services to retail investors: **Financial Planning Services; Portfolio Management Services; and Selection of Other Advisers.** Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 7, and 8 Brochure found at: <https://adviserinfo.sec.gov/firm/summary/145275>.

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments on a quarterly basis and will conduct account reviews at least annually.

Investment Authority: We manage investment accounts *on a discretionary basis* whereby we will decide which investments to buy or sell for your account. We have discretion to select, retain or replace third-party managers to manage your accounts. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing. We also offer non-discretionary investment management services whereby we will provide advice, but you will ultimately decide which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Investment Offerings: We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

Account Minimums and Requirements: In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively.

Key Questions to 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?**

ITEM 3: What fees will I pay? The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A, Items 5 and 6 Brochure found at: <https://adviserinfo.sec.gov/firm/summary/145275>

- **Asset Based Fees** - Payable Quarterly in Advance. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets;
- **Hourly Fees** - Our hourly rate ranges between \$200 and \$500 payable upon services rendered;
- **Fixed Fees** - Our fixed fees range between \$500 and \$10,000, payable 50% of the fee in advance and the remaining portion upon the completion of the services rendered.

Examples of the most common fees and costs applicable to our clients are:

- Custodian fees;
- Account maintenance fees;
- Fees related to mutual funds and exchange-traded funds;
- Transaction charges when purchasing or selling securities; and

- Other product-level fees associated with your investments.

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.

Key Questions to 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 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 may create conflicts with your interests. You should understand and ask us about these potential conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

- **Proprietary Trading:** We recommend investments that are issued, sponsored, or managed by our firm or our affiliates. We have a financial incentive to recommend such proprietary investments;
- **Third-Party Payments:** (1) Persons providing advice on behalf of our firm are registered representatives with a broker-dealer. These persons receive compensation in connection with the purchase and sale of securities or other investment products. Compensation earned by these persons is separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend investment products based on the compensation received rather than solely based on your needs; (2) Persons providing investment advice on behalf of our firm are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products. Insurance commissions are separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs.

Refer to our Form ADV Part 2A Brochure to help you understand what conflicts exist. It can be found at this URL: <https://adviserinfo.sec.gov/firm/summary/145275>

Key Questions to Ask Your Financial Professional

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

How does your financial professionals make money?

The financial professional(s) servicing your account(s) are compensated with salary and bonus. Financial professionals' compensation is based on the revenue the firm earns from the person's services or recommendations. The bonus compensation paid to our financial professionals involves a conflict of interest because they have a financial incentive to refer clients to our firm.

ITEM 4: Do you or your financial professionals have legal or disciplinary history? No. Please refer to BrokerCheck.com: <https://brokercheck.finra.org/individual/summary/1981777>

Key Questions to Ask Your Financial Professional

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

ITEM 5: You can find additional information about our investment advisory services and request a copy of the relationship summary at 813-254-9500 or via mail at: 1304 s. Desoto Ave. #101 Tampa, FL 33606 or refer to our Form ADV Part 2A Brochure to include the full URL at: <https://adviserinfo.sec.gov/firm/summary/145275>

Key Questions to 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?:**