



## **Relationship Summary (Form CRS)**

June 30, 2020

### **Introduction**

Brian D Lowder, Inc. is a Registered Investment Advisor with the Securities and Exchange Commission. Financial planning, brokerage, investment management services and fees differ among advisors, therefore it is important for you to understand the differences. The SEC offers free and simple tools to research firms and financial professionals at [investor.gov/CRS](http://investor.gov/CRS) which also provides useful educational materials about broker-dealers, investment advisers and investing information tailored to educate retail investors and public about financial professionals.

### **Relationship and Services**

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

BDL, Inc. provides the following investment and financial planning services to retail investors:

- Investment Portfolio Management and Ongoing Monitoring
- Financial Planning
- Wealth Management (a combination of both services above)

For additional information regarding hourly fees or investment minimum amounts, please see [www.bdlowder.com](http://www.bdlowder.com) website or <https://adviserinfo.sec.gov/> for our Form ADV, 2A brochure (Items 4 and 5).

**Conversation starters.** *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 those qualifications mean?*

### **Fees, Costs, Conflicts and Standards of Conduct**

*What fees will I pay?*

BDL, Inc is compensated in one or more of three ways: quarterly investment management fees, a flat or fixed fee quoted in advance for financial plans or hourly fees for discussing, advising and resolving financial planning issues. Our fees are disclosed in our Form ADV Part 2A, Item 4 and more fully described in our Form ADV Part 2A, Item 5. Financial advisory fees may create a conflict of interest described below and in more detail in our Firm's Part 2A.

Other fees you may pay include transaction fees (when buying or selling investments) charged by custodians holding your account or annual operating expenses charged by mutual funds and exchange-trades funds held in your investment account. BDL, Inc. does not earn, share or receive any revenue from these fees or commissions.

Expect to pay some of these costs regardless of whether you earn or lose money on your investments. These costs will reduce the amount of money you earn on your investments over time. It is important to understand what fees and costs you will be paying initially and over time.

For additional explanation about our fees and costs, please review our Form ADV, Part 2A brochure (Items 4 and 5) which can be found at [www.bdlowder.com](http://www.bdlowder.com) or <https://adviserinfo.sec.gov/>.

**Conversation starters.** 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 paying 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?***

We are obligated by our fiduciary duty to act in your best interest and not to put our interest (compensation) ahead of yours.

BDL, Inc. does not earn any other money, fees, or commissions in any other way other than: quarterly investment management fee or an hourly or flat fee quoted in advance. In all instances, our fees are paid by our clients. The way we do earn compensation may create a potential conflict of interest. For example, if we charge a 1% percent investment management fee, the more assets you have in the account will result in your paying a 1% fee on a larger account balance resulting in a larger dollar cost compared to a smaller account balance. The potential conflict of interest is we may have an incentive to encourage you to increase the amount of money invested in those accounts. You should understand and ask us about this conflict because it can affect the investment advice provided to you.

**Conversation starters.** Ask your financial professional:

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

For more detailed information about our fees and costs please review our Form ADV Part 2A brochure Items 4 and 5 which can be found at [www.bdlowder.com](http://www.bdlowder.com) or <https://adviserinfo.sec.gov/>.

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

We pay our professional staff a base salary and bonus based on the firm's overall revenue. They do not earn more when opening new accounts, increase assets under management or invest in riskier investments.

## **Disciplinary History**

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

Our firm has no disciplinary history. Visit <http://investor.gov/CRS> for a free a simple search tool to research our firm and our financial professionals.

**Conversation starters.** Ask your financial professional:

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

## **Additional Information**

You can find additional information about our services by visiting [www.bdlowder.com](http://www.bdlowder.com) emailing us at [mail@bdlowder.com](mailto:mail@bdlowder.com) or calling us at 858 794-6800.

**Conversation starters.** 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?*