

## R. Seelaus & Co., LLC Customer Relationship Summary (Form CRS) May 31, 2020

### Item 1. Introduction

*R. Seelaus & Co., LLC* (“*R. Seelaus*” or “*the Firm*”) is a broker/dealer registered with the Securities and Exchange Commission, member of the Financial Industry Regulatory Authority, registered with the Municipal Securities Rulemaking Board, and member of the Securities Investor Protection Corporation.

Brokerage and investment advisory services and fees differ for each client relationship depending on the nature and scope of the relationship and it is important for an investor to understand the differences. Free and simple tools to research firms and financial professionals are available at [www.Investor.gov/CRS](http://www.Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

### Item 2. Relationship and Services

***What investment services and advice can you provide me?*** R. Seelaus offers a variety of products and services to retail customers which include buying and selling securities. The Firm provides a unique “high touch” service that is not often available to small and medium-sized retail investors who maintain accounts at large broker-dealers. Each client is assigned their own relationship manager known as a Registered Representative (“RR”). He or she will make recommendations for possible investments in your account based on specific information provided to the Firm regarding your unique financial circumstances. The RR will monitor your account as needed to achieve the established financial goals and particularly during periods of unusual market volatility. We do not limit the products your broker can recommend to you, except where we have deemed certain products not suitable to your individual risk profile or tolerance; for instance, microcap securities or those securities whose underlying product is prohibited by law. We do not have account constraints such as minimum size or number of trades. Unless specifically pre-arranged, the RR will not exercise time and price discretion without your consent and will never have full discretion over your account. The Firm’s product offerings include municipal securities, corporate equity and debt securities, government securities, mutual funds, variable life insurance products or annuities, 529 plans, private placements, and options. The investor makes the ultimate decision regarding the purchase or sale of investment products for their account.

#### Conversation Starters – Potential questions for your RR:

- Given my financial situation, should I choose a brokerage 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. Fees, Costs, Conflicts and Standards of Conduct

***What fees will I pay?*** You will pay transaction, account, and product-based fees that will vary depending on the trading, products, and accounts utilized. The largest trading costs are commission or markup/down, ticket charges, and confirmation fees. Product specific fees may include insurance rider, mortality, and expense charges on variable annuities or load charges for certain mutual fund products. Account related charges include custodial fees, margin fees, and account maintenance fees, if applicable.

***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. You can find more information regarding our fees and conflicts of interest at <https://www.rseelaus.com/legal/>.

Potential questions for your RR: 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 providing recommendations? How else does your firm make money and what conflicts of interest do you have?***

When we provide you with a recommendation, we are required to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money inherently creates a conflict with your interests. Since we are paid on a transactional basis, the firm may have an incentive to encourage you to trade often. You should understand and ask us about these conflicts because they can affect the recommendations provided to you.

Here are some examples to help you understand what this means:

- As the RR on your account is only paid when we transact business in your account, there may be a conflict of interest for the RR to trade your account more frequently than is necessary.
- We may buy investments from you and sell them to another party and/or sell securities to you from our own principal accounts. If we have excess firm inventory, we may be inclined to sell these securities to you which has an implicit possible conflict.

***Additional Information:*** You can find more information regarding our conflicts of interest at <https://www.rseelaus.com/legal/>.

Potential questions for your RR: How might your conflicts of interest affect me, and how will you address them?

***How do your financial professionals make money?*** Our RRs are paid a portion of the fees in connection with the purchases or sales from clients introduced to the Firm. The fees charged to customers depend on the product and some fees are fixed, like those attributable to mutual funds or variable annuities. Some fees, such as commissions on stocks are negotiated in advance and depend on the size of the account, volume of transactions, and difficulty in facilitating transactions. The Firm has policies in line with industry best practices when we mark-up/down fixed income securities. The Firm earns fees whether the client makes money or loses money on the investment for providing the brokerage service.

***Item 4. Disciplinary History: Do you or your financial professionals have a legal or disciplinary history?***

Yes. Investors should visit [www.investor.gov/CRS](http://www.investor.gov/CRS) to research the Firm and its RR's simply and for free. Other information about R. Seelaus can also be found at <https://brokercheck.finra.org/firm/summary/14974>.

Potential questions for your RR: As a financial professional, do you have any disciplinary history? For what type of conduct?

***Item 5. Additional information*** You can find additional information about our brokerage services on our website at [www.rseelaus.com](http://www.rseelaus.com) and supplemental information may also be found at <https://www.rseelaus.com/legal/>. Please do not hesitate to ask questions like ***Who is my primary contact person? Who can I talk to if I have concerns about how my RR is treating me?*** You may also obtain up-to-date information and/or request a copy of this customer relationship summary by contacting us at 908-273-3011 or to ask any of the foregoing questions.