

Consolidated Financial Investments, Inc.
Form CRS – Customer Relationship Summary
6/17/2021

Introduction

Consolidated Financial Investments, Inc., herein as CFII, is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. CFII clears through RBC Clearing & Custody, herein as RBC C&C. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment adviser, and investing. CFII is a discount broker-dealer and provides brokerage accounts and services, but we do not solicit transactions or recommend investments. We currently serve retail investors as well as the ultra-wealthy and institutional accounts.

Is A Brokerage Account Right For You?

There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you. CFII provides unsolicited services at a discounted commission rate from retail. We purchase and sell investment securities including equities and fixed income investments such as stocks, bonds, mutual funds, exchange traded funds, etc.

Relationships and Services

What investment services and advice can you provide me?

CFII offers a full range of brokerage accounts. Please call us or visit www.consolidatedstl.com for further details.

CFII is not appropriate for all investors. We provide discount brokerage services to self-directed investors who prefer making their own investment decisions. We assist you with buying and selling securities. We do not provide recommendations of any specific security or advice. CFII representatives do not take discretion. Upon request, and following discussions, CFII provides our clients with investment ideas, research, financial tools, and investor education to assist with decision making. These include magazine or newspaper articles, investment fact sheets, Morningstar Reports or other independent research materials. CFII acts as an agent or principal capacity to execute your orders. We must act in your *best interests at all times, never placing our financial or other interests ahead of yours.*

CFII has no account opening or balance minimums for retail investors, however, our clearing firm RBC C&C reserves the right to charge an annual account fee. This annual account fee is listed on the Client Fee Listing included with quarterly statements. Please call us or visit www.consolidatedstl.com for further details.

- Given my financial situation, should I choose a brokerage service? Why or why not?
- What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

If you open a brokerage account, you will pay us a transaction-based fee, generally referred to as a commission, every time you buy or sell an investment. Our minimum commission is \$35 for any purchase or sale of up to 300 shares of stock regardless of the price of the security. CFII charges a minimum commission of \$30 for a single option contract, \$35 for two contracts, regardless of execution price, purchase or sale. We charge an additional fee of \$3 per contract for execution prices under \$1 per contract and \$4.50 per contract for execution prices \$1 and over. Listed Corporate Bonds: \$35.00 minimum or \$15.00 plus \$2.50 per bond. CFII acts as principal on over-the-counter bond purchases and sales and the execution prices include fees called a *“mark-up”* or *“mark down”*. For *“no-load”* mutual funds transactions our standard \$35.00 commission per trade applies. Mutual fund purchases a fee called a *“load”* reduces the value of your investment (please see the mutual funds prospectus for the fees). A retail investor would be charged more when there are more trades in his or her account, and that the firm therefore has an incentive to encourage a

retail investor to trade often. 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. To see our Commission Schedule please call us or visit www.consolidatedstl.com/brokerage-services.

Our clearing firm, RBC C&C, charges certain fees for extra services, such as bank wire fees, overnight delivery fee, annual IRA account fee, IRA account closing fee, Transfer on Death account set-up fee and other fees. Please contact us to get a list of these fees. In addition, these fees are detailed on the Client Fee Listing included with quarterly statements.

Standard of Conduct

We *do not* provide recommendations. 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 services we provide you. Here are some examples to help you understand what this means. Principal Trading: Investments you buy from a *retail investor*, and/or investments you sell to a retail *investor*, for or from your own accounts respectively. CFII refers potential financial planning customers to Asset Planners, Inc., DBA Consolidated Wealth Management and benefits from a share of any planning fees.

Disclosure: Alan Stiffelman is the majority owner of both Consolidated Financial Investments, Inc., a FINRA broker dealer and Asset Planners, Inc., DBA Consolidated Wealth Management, a Missouri Registered Investment Advisor. For additional information about Asset Planners, Inc., DBA Consolidated Wealth Management see www.consolidatedstl.com for Form CRS IARD for additional information.

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

How do your financial professionals make money?

All CFII employees are paid salaried plus profit sharing. Independent contractor representatives receive a share of commissions from each purchase or sale of a security that you make.

- 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?
- How else does your firm make money and what conflicts of interest do you have?
- We *do not* provide recommendations. 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 services we provide you.

Disciplinary History

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

Yes. For additional information about our brokers and firm disciplinary history, visit investor.gov/CRS, BrokerCheck (brokercheck.finra.org), our website www.consolidatedstl.com, and your account agreement.

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

Additional Information

For additional information about our services, please call us at 314-727-1177 (1-800-292-6637) or visit our website at www.consolidatedstl.com. A link to this Form CRS is on our website, to request a paper copy of the Form CRS please call us at the phone numbers listed above.

- 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?