

Consolidated Financial Investments, Inc.
Form CRS – Customer Relationship Summary
6/27/2024

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](https://www.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, and our registered representatives may offer investment recommendations. 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 brokerage 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. acting as a fiduciary.

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 a discount brokerage that offers a full range of brokerage services. CFII charges commissions for purchases and sales of securities. CFII is not appropriate for all investors. CFII does not monitor accounts but may examine the investments and strategies to determine if they are consistent with the client stated investment objectives. CFII registered representatives do not take discretion. We will assist you with the purchase and sale of securities, and, upon request, and following discussions, provide clients with investment ideas, research, financial tools, and investor education to assist with decision making. CFII also offers fee-based advisory services to a limited number of clients. CFII has independent registered representatives who make recommendations and receive commissions based upon transactions. CFII executes orders as agent or as principal. *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 fee or minimum account balances, however our clearing firm, RBC C&C, reserves the right to charge an annual account fee. This and other fees are included on quarterly statements or visit www.consolidatedstl.com or call 314-727-1177 for details.

Questions you might wish to ask when considering our services:

- 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?

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.

Questions you might wish to ask when considering our services:

- 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?

Standard of Conduct

*When we provide you with a recommendation, 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 creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the recommendations 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. CFII is committed to taking appropriate steps to identify, mitigate and avoid conflicts of interest to ensure we act in your best interest when providing recommendations to you.*

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.

For additional information about potential conflicts of interest, please see our Regulation Best Interest Comprehensive Disclosure at www.consolidatedstl.com.

Questions you might wish to ask when considering our services:

- 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 salaries plus profit sharing. Independent contractor representatives receive a share of commissions from each purchase or sale of a security that you make.

Disciplinary History

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

Yes.

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

Questions you might wish to ask when considering our services:

- 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.

Questions you might wish to ask when considering our services:

- 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?