

FORM CRS

James Reed Financial Services, Inc., d/b/a Reed Financial Services, Inc. ("RFS"), is registered with the Securities and Exchange Commission as an investment adviser. We provide investment advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple tools are available at Investor.gov/CRS to research firms and financial professionals; this website also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

Advisory Services: We offer discretionary portfolio management services for high net worth and non-high net worth individuals. We also offer financial planning and consulting services.

Account Monitoring: Our standard portfolio management service includes monitoring your portfolio on a continuous basis, based on information you provide (and update from time to time) about your personal and financial situation, and your accounts' investment objectives, tolerance for risk, reasonable investment restrictions, and other information. We review accounts periodically, generally no less than on approximately an annual basis.

Investment Authority: The "Client Agreement" for portfolio management services grants us authority to manage your accounts on a discretionary basis, which means we will decide which investments to buy or sell for your accounts, without consulting you in advance. You may place reasonable limitations on our authority by providing your restrictions in writing. In limited circumstances, non-discretionary services are offered which requires that we obtain your approval prior to executing any transactions on behalf of your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Investments: We do not limit our advice to any proprietary products or a limited menu of securities; provided, portfolios are generally limited to securities available through Pershing Advisor Solutions' ("Pershing"). Our portfolios typically consist of mutual funds and exchange-traded funds ("ETFs") and, as needed to meet specific client needs, individual stocks, bonds, or other securities

Minimum Asset Size and Requirements: In general, we require a minimum of \$500,000 to open and maintain an advisory relationship. However, in our sole discretion, we may waive or modify this minimum.

Additional Information: For detailed information about our advisory services, fees, compensation, and conflicts of interest, refer to our Form ADV Part 2A Brochure, by clicking this link, <https://adviserinfo.sec.gov/firm/brochure/112179>, and reviewing the following: information about our *services* is available in Items 4 and 7; information about our *discretionary authority* is available in Items 4, 12 and 16; information about *investments* is available in Items 4 and 8; and information about *account minimums and requirements* is available in Items 5 and 7

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?

What fees will I pay?

Below, we summarize the principal fees and costs you will pay in connection with our investment advisory services:

Asset-Based Fees: For portfolio management services, we charge an investment management fee (the "Management Fee"), which is payable quarterly in advance, based on a percentage of your account value (an "asset-based fee"). Because the Management Fee is an asset-based fee, the more assets in your accounts, the more you will pay us in fees. Consequently, conflicts of interest exist because we have incentives to encourage you to increase the assets in your accounts based on the economic benefits, we will receive rather than your investment needs. Your Management Fee rate(s) are described in your Client Agreement.

Financial Planning & Consulting Fees: Financial planning and consulting engagements are negotiated between you and RFS, typically based on an estimate of total fees (using an hourly rate or fixed fee), with a partial deposit in advance (generally 50%, subject to negotiation), and payment of balance upon completion of the service.

Other Fees and Costs: Advisory accounts will incur other fees and costs. Examples of the most common other fees and costs you will incur are described below:

- **Brokerage Expenses** - commissions and markups and markdowns* charged by brokers and dealers to execute securities transactions for your accounts; and electronic wire transfer fees, handling fees, mailing and delivery fees, exchange fees, account transfer fees, foreign exchange fees, foreign transfer or other taxes, and annual IRA fees charged by brokers, dealers, exchanges, and other intermediaries;
 - * When acting in a principal capacity a broker-dealer generally will be compensated by selling a security at a price that is higher than the market price ("markup"), or by buying the security at a price that is lower than the market price ("markdown").
- **Investment Company Expenses** - asset-based sales charges and surrender fees, recordkeeping and service fees (such as 12b-1 Fees), and internal fees and expenses (including variable annuity mortality expenses), regarding investments in mutual funds, 529 Plans, exchange-traded funds ("ETF"), and variable annuities;
- **Custodial Expenses** - according to your custodial agreement, custodial and account maintenance and transfer fees, and account processing, service, and other fees and costs upon certain events or occurrences; and
- **Other Product-Level Fees** - fees associated with specific investments made or held for your accounts.

RFS clients pay only an annual fee of \$75 (and termination fee of \$75, or more) per registration for transaction and custodial costs, under RFS's agreement with Pershing; this agreement may be terminated or revised, at any time. Pershing also charges for paper

statements, paper trade confirmations and paper tax documents.

Fee Waiver on Certain Assets: Management Fees are waived while a financial professional collects a securities or insurance commission or asset-based sales charges, or service fees (such as 12b-1 Fees) regarding an investment.

Additional Information: You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. For detailed information about our fee ranges and rates, and related costs of our services, refer to our Form ADV Part 2A Brochure, by clicking this link <https://adviserinfo.sec.gov/firm/brochure/112179>, and refer to Item 5.

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 creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here is an example to help you understand what this means.

Third-Party Benefits: Pershing provides RFS with access to its institutional manager platform ("Platform"), at no charge (without commitment or obligation to Pershing). The Platform provides brokerage and advisory products and services generally available only to institutional investors or that require significantly higher minimum initial investment. Availability of the Platform benefits (without out-of-pocket cost) creates a conflict of interest by providing an incentive for RFS to recommend Pershing's custodial and other services based on our interest in receiving these benefits, rather than based solely on client custodial needs.

Additional Information: Detailed information is available in our Form ADV Part 2A, as follows: information regarding conflicts involving our direct compensation is available in Items 4, 5, and 10; information regarding conflicts involving indirect (e.g., Third-Party Benefits) is available in Items 12 and 14. Click the following link: <https://adviserinfo.sec.gov/firm/brochure/112179>, to reach our Form ADV Part 2A.

Key Questions to Ask Your Financial Professional

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

How do your financial professionals make money?

Salary and Bonus: Our financial professionals are compensated through salary and a bonus, which is based on the overall profitability of the firm. The bonus arrangement creates a conflict of interest in that it provides an incentive for a professional to recommend you use (or add assets to) our advisory services to increase their bonus allocation, rather than based solely on your investment needs.

Product Sales Commissions: Financial professionals are licensed insurance agents with our agency or with other insurance agencies, and are associated as registered representatives of broker-dealer, APW Capital, Inc. ("APW"). In a professional's separate capacity as an insurance agent, the professional will recommend insurance products for which the financial professional will earn additional insurance commission compensation; and in a financial professional's capacity as a registered representative of APW, the financial professional will recommend securities products for which the financial professional will earn additional securities commission and other compensation. Insurance and securities compensation is separate from, and in addition to, our advisory fees, but represents less than 10% of the overall business of RFS and its financial professionals. These practices present conflicts of interest because the professional has incentives to recommend insurance and securities products based on the professional's interest in earning the additional compensation, rather than based solely on your insurance or investment needs. Refer to our Form ADV Part 2A, Items 4, 5, and 10 by clicking here <https://adviserinfo.sec.gov/firm/brochure/112179>, for further information.

Brokerage Products and Services of APW Capital, Inc.: In their separate capacity as a registered representative of APW, financial professionals are permitted to offer APW brokerage products, subject to RFS due diligence and prior approval, and client suitability. Brokerage services and investment advisory services are different, and the fees we, and APW, charge for those services are different. It is important that you understand the differences. Your financial professional will earn transaction-based compensation and have additional conflicts of interest as a result of providing brokerage services through APW. You are encouraged to learn more about APW by reviewing www.aurorapw.com/distinctions.php and having a discussion with your financial professional.

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

No. We do not have any legal or disciplinary history to disclose. Visit Investor.gov/CRS for a free and simple research tool to research our firm and our financial professionals.

Key Questions to Ask Your Financial Professional

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

Additional Information: Additional information about our services is available in our Form ADV Part 2A Brochure. You may obtain our Brochure and a copy of this Relationship Summary by emailing compliancecrs@reed-financial.com, by calling us at (216) 464-2090, or by clicking this link: <https://adviserinfo.sec.gov/firm/brochure/112179>.

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?