

Securities Equity Group

March 21, 2025

Client Relationship Summary

<p>Introduction – Is a brokerage account right for me?</p>	<p>Securities Equity Group (“SEG”) is registered with the Securities and Exchange Commission (“SEC”) as a broker-dealer and member of the Financial Industry Regulatory Authority (“FINRA”) and the Securities Investor Protection Corporation (“SIPC”). Broker-Dealer and Investment Advisory services and fees differ, and it is important for you to understand these differences.</p> <p>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 advisors, and investing.</p>
<p>What investment services and advice can you provide me?</p>	<p>We offer brokerage services to retail investors, including stocks, bonds, exchange-traded funds, mutual funds, and variable insurance products. You may select investments yourself or we may recommend investments for your account. However, you will make the final decision as to your investment strategy and the purchase or sale of investments. We don’t execute securities transactions without your permission and, as a broker-dealer, we do not provide monitoring services such as would be available from an investment advisor.</p> <p>While we have an extensive product offering comparable to most broker-dealers, there are some product types or services we do not offer that other firms do. We do not impose investment minimums for you to become a client.</p> <p>For additional information, please see the terms and conditions within the Brokerage Account Agreement, the New Account Form, and/or the mutual fund or variable insurance product Prospectus and Account Application.</p> <p>Ask Your Financial Professional</p> <p>Given my financial situation, should I choose a brokerage account? Why or why not?</p> <p>How will you choose investments to recommend to me?</p> <p>What is your relevant experience, including licenses, education, and other qualifications? What do these qualifications mean?</p>
<p>What fees will I pay?</p>	<p>You will pay transaction-based fees (i.e., commissions) for buying and selling securities that you decide to execute in your account based on the kind and amount of securities in which you transact or the kind of account you open. You will normally pay a transaction fee every time you buy or sell. You will be charged more when there are more transactions in your account or if you trade in large dollar amounts. This means that an incentive exists for your financial professional to encourage you to trade more frequently or in large dollar amounts. Commission on exchange-traded securities are negotiable and vary.</p> <p>With other investments, such as bonds, this fee might be part of the price you pay for the investment (called a “markup” or “markdown”). Known as “principal trading,” these are investments we buy from a retail investor and/or investments we sell to a retail investor, for or from our principal trading account such as individual corporate and municipal bonds traded over-the-counter and not traded on an exchange. This means that an incentive exists for your financial professional to encourage you to trade bonds with greater markups or markdowns than bonds traded on a commission basis.</p> <p>With mutual funds, this fee (typically called a “load”) reduces the value of your investment and is included in the share price you pay for the mutual fund, or, if the load is payable on surrender, it reduces the amount of the sales proceeds. This creates an incentive for your financial professional to recommend mutual funds with higher loads because they can earn more compensation.</p> <p>With variable insurance products, commissions tend to be higher than other products and usually have a declining surrender charge schedule that would reduce your proceeds at early termination. This means an incentive exists for your financial professional to recommend these types of products over others that pay less compensation.</p> <p>Some investments also incur ongoing operational or management expenses that are indirectly passed on to you and reduce the value of your investments over time (such as internal management fees and other expenses within mutual funds and variable insurance products). You should always read the prospectuses that accompany these securities before you decide to invest.</p>

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What fees will I pay? (cont.)	<p>For Brokerage Accounts, we charge you additional fees, such as IRA annual maintenance fees, account inactivity fees, SEC activity fees, federal funds wire transfer fees and overnight check delivery fees. We encourage you to ask us about specific fees you will pay in the account you select.</p> <p>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. Although commissions on exchange-traded securities are negotiable and vary, a complete default commission schedule is available by contacting our office.</p> <p>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?</p>
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?	<p>When we provide you with a recommendation, we must 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 affect the recommendations we provide you. Here are some examples of what this means:</p> <ul style="list-style-type: none"> • Each time your financial professional buys or sells a security through our clearing firm, National Financial Services (“NFS”), we share in the commissions you pay on the transactions executed through NFS. We also receive revenue from NFS based on the types of transactions recommended and investments held in your account including cash held in NFS’s cash sweep vehicles. • Revenue sharing with NFS occurs when you carry a margin account balance and we share in the interest payment you make to our clearing firm to carry that balance. We also share in interest earned on free credit balances in your account and 12b-1 fees assessed by our clearing firm’s money market fund sweep accounts. • If you invest in mutual funds or variable insurance products, we have an incentive to encourage you to invest in share classes that may be costly or products that offer higher compensation. <p>For additional information, please see the Product Prospectus, the Brokerage Account Agreement, and the New Account Form.</p> <p>Ask Your Financial Professional How might your conflicts of interest affect me, and how will you address them?</p>
How do your financial professionals make money?	<p>Our firm’s financial professionals are compensated based on a percentage of commissions earned from the purchase and sale of securities to clients. Compensation varies by product and our financial professionals are incentivized to recommend products that have higher fees or ongoing payments.</p>
Do you or your financial professionals have legal or disciplinary history?	<p>Yes. Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.</p> <p>Ask Your Financial Professional As a financial professional, do you have any disciplinary history? For what type of conduct?</p>
Additional Information	<p>You can request additional up to date information about our brokerage services, commission schedules and/or a copy of this Client Relationship Summary by calling our office toll free at (800) 445-9822 or by requesting this information in writing at: 120 Vantis Drive, Suite 440, Aliso Viejo, CA 92656.</p> <p>Ask Your Financial Professional Who is my primary contact person? Is he or she a representative of an investment advisor or a broker-dealer? Who can I talk to if I have a concern about how this person is treating me?</p>