

Stacey Braun Associates, Inc. Relationship Summary

Stacey Braun Associates, Inc. (“Stacey Braun”) is an investment adviser registered with the U.S. Securities and Exchange Commission (“SEC”). Stacey Braun does not offer brokerage services. Our affiliate Stacey Braun Financial Services, Inc. (“SBFS”) is an SEC registered broker-dealer that offers services only to institutions. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences between them. 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 advisers and investing.

What investment services and advice can you provide me?

We provide managed account services and financial planning to retail investors. Our investment advice covers a range of securities, including fixed-income securities (e.g., corporate and government bonds), equity securities (e.g., stocks), mutual funds and exchange-traded funds (“ETFs”), and insurance products. We only invest retail client assets in liquid, high-quality securities. We do not typically provide advice with respect to derivatives, high-yield (“junk”) bonds, or private investment vehicles. We manage each client’s accounts in accordance with the client’s individual investment objectives, requirements and constraints. Our investment advice to managed accounts is provided on a discretionary basis, meaning we have the authority to buy and sell investments in your account on your behalf. We continuously monitor our managed account clients’ accounts and investments. Managed accounts have a minimum account size of \$250,000, however we may waive the minimum at our discretion.

Our financial planning services cover asset allocation, mutual funds, insurance planning, individual retirement account rollovers, retirement planning, debt management, budgeting, basic estate planning, and tax preparation services. In most instances, a union or other membership benefits organization pays us to provide financial planning services to its members or makes our services available for purchase by its members. We also occasionally provide financial planning seminars or individual financial planning services outside of a member benefits organization relationship. Financial planning services are not subject to account minimums, are not provided ongoing discretionary advice, and accounts are not monitored on an ongoing basis.

Ask us:

- *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 license, education and other qualifications? What do these qualifications mean?*

For more detailed information on our advisory services, please see [our Form ADV Part 2 Brochure and Wrap Fee Brochure](#).

What fees will I pay?

Managed account clients pay us an ongoing “asset-based” fee, meaning the fee is calculated as a percentage of the total value of an account. Our asset-based fees are charged quarterly, in accordance with the individual advisory agreement with each client. Our asset-based fees are negotiable, but generally will not be more than 1.5% per year of the value of the assets of your account. Most new retail investor clients, participate in our “wrap-fee” program. For wrap fee program accounts, you will pay a single asset-based fee that covers our advisory fee, most transaction costs charged by broker-dealers and administrative and custodial costs associated with your investments. Because wrap fees build in other costs, wrap fees may be higher than fees for stand-alone investment advice. If you expect to trade infrequently or pursue a “buy and hold” strategy, a wrap fee program may cost you more than other fee arrangements. Financial planning clients pay us a fixed annual fee or hourly fee, which is not asset-based, either directly or indirectly through their membership in a member benefits organization.

Other Fees and Costs

There are other fees and costs associated with investing, particularly if you do not participate in our wrap fee program or if you engage us only for financial planning services. Broker-dealers will charge you transaction-based fees (sometimes called “commissions”) in connection with the purchase and sale of equity securities. Broker-dealers will also build fees in to the price of fixed-income securities (known as mark-ups or mark-downs). You may incur fees for the safekeeping of your investments and for administrative services—known as custodial fees. If you invest through our wrap-fee program,

Ask us: *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.*

you will ordinarily not pay commissions and will not pay custodial fees or administrative fees; although wrap-fee clients may pay commissions for transactions executed through brokers other than Charles Schwab & Co., Inc. You will pay mark-

ups and mark-downs and certain administrative fees in all advisory accounts, including wrap-fee accounts. Some of the investments in your account (e.g., mutual funds, ETFs and insurance products) charge investment management fees, sales loads, distribution/servicing fees and other expenses directly to the investment. These fees may not be charged directly to you but will reduce investment returns.

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. For more detailed information on the fees we charge, please see [our Form ADV Part 2 Brochure and Wrap Fee Brochure](#).

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. Although Stacey Braun is required to act in your best interest, we sometimes have conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

Investment Opportunities: We provide services to various types of clients, and our financial professionals must allocate their time across multiple client accounts. Our financial professionals are permitted to trade for their own accounts and may make personal investments that differ from investments made for your account.

Brokerage and Execution: Stacey Braun has various business arrangements with broker-dealers that execute securities transactions for retail investor accounts. In particular, Stacey Braun may receive research services and other benefits from those brokers. These benefits may create an incentive to place trades with broker-dealers that charge higher execution or transaction costs, impacting the value of the assets in your account.

Ask us: *How might your conflicts of interest affect me, and how will you address them?*

We do not engage in transactions with clients on a principal basis, and we do not sponsor any investment products. For more detailed information on our conflicts of interest, please see [our Form ADV Part 2 Brochure and Wrap Fee Brochure](#).

How do your financial professionals make money?

Our financial professionals earn a regular salary and bonuses. Our financial professionals are not paid based on the amount of assets they service, the time and complexity required to service client assets, the specific products they sell, or brokerage commissions. We pay bonuses based on the overall revenue of the firm, which includes the fees we charge you for managing your account.

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

No. A free and simple search tool to research us and our financial professionals can be found at Investor.gov/CRS.

Ask us: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Additional Information

You can learn more about our services and find an up to date copy of this relationship summary at staceybraun.com or by reviewing our Form ADV, available at adviserinfo.sec.gov. **To request up-to-date information or a copy of this relationship summary, please call us at 888-949-1925.**

Ask us: *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?*