

Nancy Barron & Associates, Inc. FORM CRS

Nancy Barron & Associates, Incorporated is an introducing broker-dealer member of the Financial Industry Regulatory Authority (FINRA) and a member of the Securities Investor Protection Corporation (SIPC). All aforementioned is under the governance of the Securities and Exchange Commission (SEC). As a traditional brokerage firm, Nancy Barron & Associates, Inc. is **not** a Registered Investment Advisory firm (RIA).

Brokerage and Investment Advisory services and fees differ and it is important for you to understand these differences. 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? Brokerage services. View final page for fees. Our **brokerage services** include: buying and selling securities with clients' direction, providing investment recommendations, financial tools, investor education, and investment recommendations. Securities we provide transaction services: mutual funds, exchange traded funds (ETFs), domestic and international equities, options, and fixed income securities. We have no minimum initial investment amounts for the aforementioned, however there may be minimum investment amounts required by different mutual funds. You make the ultimate decision regarding the purchase or sale of any investments. Our staff are salaried based; therefore, *we do not have the usual incentive to encourage you to trade more frequently* and in greater amounts. Nancy Barron & Associates, INC offers **neither fee-based advisory services, nor discretionary account services.**

What fees/costs will I pay? For brokerage services, there are transaction-based fees for recommendations and execution of securities trades- we call them commissions. Depending on the investment product you could select (such as mutual funds), these costs can include up-front sale charges, as well as fees that are charged on an on-going basis for as long as you hold the investment ("trails" or 12b-1 fees). We **do not** act as Principal Brokers, meaning we do not sell from our inventory or buy from you directly. We do not hold an inventory of investments. You may also pay fees for custodial or administrative services to the benefit of mutual funds companies, as well as fees and expenses that are included in the expense ratios of certain of your investments (such as mutual funds, ETFs). Other miscellaneous fees you may be charged are outlined when you open an account. **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.**

What are our legal obligations to you when we provide recommendations as your broker-dealer? When we provide you with a recommendation as your broker-dealer, 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 and investment advice, we provide you. Here are some examples **of Ways We Make Money and Conflicts of Interest.** These may or may not apply to Nancy Barron & Associates, Inc.:

- **Third-Party Payments:** At our firm, this is typically through the purchases of mutual funds. Mutual funds' may have "Sales Loads" and any ongoing "12b-1" trailing fees our firm may receive as income.
- **Revenue Sharing:** Our firm may share revenue with our clearing broker, National Financial Services, LLC. (NSFL), on money market balances values typically paying us *25 basis points* (equivalent to .0025). Our firm shares with NSFL any applicable margin interest revenue. Margin interest rates vary with clients' borrowed amounts.
- **Principal Trading:** We neither hold inventory of securities, nor trade as a principal.
- **Proprietary Products:** Not applicable. We do not manage or sponsor any products.

How do our financial professionals make money? All staff at our firm are salaried. No one receives compensation based on transaction activity or performance. We have no sales contests or goals.

Do our financial professionals have legal or disciplinary history? Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals. Also, www.brokercheck.org has a search tool for individual professionals and their firms.

Fees for services:

- Typical equity or bond security trade transaction is 1% to 2% of the position dollar value. *An example based on typical Lot trades: The commission is 1.5% of a \$10,000 position trade. Selling (or buying) 100 shares of XYZ, valued at \$100 per share, equals a typical commission of \$150. Our firm and NSFL receives this \$150 commission.*
- A NFSL custodial fee of \$35 will be charged annually on IRA accounts.
- Typical mutual fund trade cost is based on the particular mutual fund company's schedule of fees, costs, charges. We will provide you with the assigned sales charges at any time by request. These charges can be the upfront, backend, or leveled sale charges assigned by the mutual fund company. There may be trail fees, known as 12b-1 fees, ongoing. All funds have prospectuses accompanying their solicitations with complete cost and fee information.

Conversation Starters. Ask your financial professional:

- *"Given my financial situation, should I choose an investment advisory service? 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?"*
- *"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 might your conflicts of interest affect me, and how will you address them?"*
- *"As a financial professional, do you have any disciplinary history? For what type of conduct?"*
- *"Who is my primary contact person? Who can I talk to if I have concerns about how this person is treating me?"*

For additional information about our services, call us at 800-489-4124 or 859-254-4010. Also, visit www.NancyBarron.com for other general information.

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I have read and had a chance to ask questions about this Customer Relationship Summary form (CRS),

Signed _____

Date: _____