

# Callaway Financial Services, Inc.

## Customer Relationship Summary (Form CRS)

June 26, 2020

### **Introduction**

Callaway Financial Services, Inc. (CFSI or Firm) is registered with the Securities and Exchange Commission (SEC) and is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). CFSI is a broker-dealer and provides brokerages services to our retail investors. In addition, CFSI may provide broker dealer services to a Registered Investment Advisor (RIA) which in turn provides services to retail investors like you. Brokerage services and investment advisory services are different from each other and the fees you pay are different. It is important for you to understand that.

Free and simple tools are available to research firms like CFSI and financial professionals including those associated with CFSI at <https://www.investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing.

### **What investment services can CFSI provide me?**

We provide brokerage services to retail customers by executing buy and sell orders submitted by an investor for a fee. If you choose to hire us and your financial professional to provide these services, we will establish for you one or more accounts and your financial professional will recommend that you buy, sell, or hold securities. In providing brokerage services your financial professional nor the firm will provide investment advice in a fiduciary capacity for special compensation as RIAs provide in conjunction with its investment advisory services. It is your responsibility to decide whether to follow any recommendation by your financial professional. Neither CFSI nor your financial professional has discretionary authority over the assets in your account. CFSI buys, sells, and exchanges many kind of securities, but your financial professional may recommend only those securities he or she is licensed to recommend.

For additional information, please see our Regulation Best Interest Disclosure and other documents on our website: [www.synergysecurities.com](http://www.synergysecurities.com) or contact us at 954-707-0586.

### **Questions you may want to ask our financial professional:**

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose all types of services? 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?**

For each security transaction, you will pay us transaction-based fee, known as commissions, mark-ups/mark-downs or sales charge. Transaction fees vary from product to product and are disclosed in trade confirmations and prospectuses. Detail of brokerage commission is outlined in the Best Interest Disclosure Statement. Generally, the more transactions in your account, the more fees we charge you.

### **Further 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. Please make sure you understand what fees and costs you are paying.

### **A question you may want to ask our 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 providing recommendations? How else does the firm make money and what conflicts of interest do you have.**

We benefit from our recommendations to you.

CFSI may have a financial incentive to offer or recommend that the retail investor invest in certain investments because (a) they are issued, sponsored or managed by us or our affiliates, (b) third parties compensate us when we recommend or sell the investments, or (c) both. Our financial professionals may receive additional compensation if the retail investor buys these investments.

CFSI have an incentive to offer or recommend to the retail investor certain investments because the manager or sponsor of those investments or another third party (such as an intermediary) shares with us revenue it earns on those investments.

CFSI may buy investments from a retail investor, and sell investments to a retail investor, from our own accounts (called “acting as principal”). CFSI may earn a profit on these trades, and that we have an incentive to encourage the retail investor to trade with us.

A question you may want to ask our financial professional:

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

**How do your financial professionals make money?**

Your financial professional receives a percentage of the fee revenue he or she generates for CFSI. Fee revenue includes commissions, 12b-1 fees, or other applicable fees.

Your financial professional also has an incentive to encourage you to move your account from another firm to CFSI or from your retirement plan to CFSI to increase CFSI or their own compensation. As we discussed above, a financial professional's recommendations or investment advice will also benefit CFSI.

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

Yes, some of our financial professionals have disciplinary history.

You should go to <https://www.investor.gov/CRS> for a free and simple search tool to research CFSI and financial professionals.

A question you may want to ask our financial professional:

Do you have any disciplinary history and for what type of conduct?

**Additional information**

For additional information about the services we provide, fees you pay, and conflicts of interest, please see our Regulation Best Interest Disclosure and other documents on our website: [www.synergysecurities.com](http://www.synergysecurities.com) or contact us at 954-707-0586.

A question you may want to ask our 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?