

December 1, 2023



Broker-Dealer Customer Relationship Summary (Form CRS)

Introduction

The Jeffrey Matthews Financial Group, LLC (“JMFG”) is a registered broker/dealer and a member of the Securities and Exchange Commission (“SEC”), the Financial Industry Regulatory Authority (“FINRA”) as well as the Securities Investor Protection Corporation (“SIPC”). The Firm was established in 1996 as a Limited Liability Corporation (“LLC”) in New Jersey and the majority owner, President, and CEO, is Jeffrey Halpert. Our clearing firm is RBC Clearing & Custody (“RBC”), a division of RBC Capital Markets, LLC, one of the largest clearing firms in the United States. RBC maintains our accounts and acts as the custodian for funds and securities deposited directly through JMFG or as a result of the account transactions we process. We offer investment advisory services as well under a separate LLC. Brokerage and investment advisory services and fees differ and it is important for our retail investors to understand the difference. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisors, and investing.

What investment services and advice can you provide me?

Our relationship with RBC enables us to act as a full-service broker-dealer as well as offering investment advisory services to our retail investors. These services include the buying and selling of municipal, corporate and government bonds on a principal basis as well as buying and selling equities, mutual funds, ETFs and other investment products. At the current time, we do not make available or provide advice on proprietary or similar products. In addition to opening a retail account with us, we are able to assist in establishing a retirement plan for you. Some of our advisors are also licensed Insurance agents who can offer a wide range of products to suit your Insurance needs.

When making Investment recommendations, such as to open or transfer assets to a brokerage account, we will be acting in the capacity of a broker-dealer. While we do not have a fiduciary obligation, we must act in your best interest at the time we make the recommendation. We do not exercise discretionary authority by deciding to buy or sell your investments without prior approval, or monitor your brokerage account investments for you. It is your responsibility to review your account and investments to ensure that your investment portfolio is appropriate and deciding whether to follow our investment recommendations. There is no minimum for opening a retail account, but some investments may have minimum investment requirements. Please refer to our website www.jeffreymatthews.com for a full list of our services and additional information regarding Regulation Best Interest requirements.

Conversation starters: Consider these questions before engaging a financial services provider. Given my financial situation, 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?

What fees will I pay?

When we buy or sell corporate, municipal or government bonds on your behalf versus our inventory, we will be acting as a principal on the transaction and may charge a mark-up or mark-down for each transaction not to exceed 3%, our firm maximum, which includes an \$8.75 ticket charge. If we purchase or sell equities on your behalf, we will be acting in an agency capacity and charge a commission not

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exceeding 3%. Mutual funds come in different share classes that have various sales charges and fees, as well as some other similar investments. Please discuss this with your registered representative to determine which class of funds meets your investment objectives. 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 investments over time. In addition to the fees mentioned above, our clearing firm RBC, may assess certain fees associated with your account, such as an account termination fee (qualified accounts only), account transfer fee or a liquidation fee. A list of fees charged by RBC and our firm is available on Investor Connect at www.investor-connect.com. The fees and costs for specific securities transactions are disclosed on the confirmation statement sent to you when a transaction is executed. Please make sure you understand what fees and costs you are paying. A conflict of interest arises when a retail investor is charged more when there are more trades in his or her account and the firm may therefore have an incentive to encourage a retail investor to trade often. Conversation starters: Help me understand how these fees and costs 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 your firm make money and what conflicts of interest do you have?

When we provide you with a recommendation 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 we provide you. Here is an example to help you understand what that means. Our registered representatives are compensated based upon a percentage of the commissions or mark-up/mark down charged on client transactions as outlined above. Conversation starter: How might your conflicts of interests affect me, and how will you address them?

How do your financial professionals make money?

Our registered representatives are compensated based upon a percentage of the commissions or mark-up/mark down charged on client transactions as outlined above. Our investment advisors are compensated based on the amount of client assets they service. A conflict of interest arises on both sides due to a higher quantity of transactions and increased amount of client assets.

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

Yes, to view any legal or disciplinary history, you may research your Representative's experiences and licenses on FINRA's Broker Check website www.brokercheck.finra.org. Free and simple tools are available to research firms and financial professionals at www.investor.gov/crs. This site also provides educational material about broker-dealers, investment advisors and investing. Conversation starter: As a financial professional do you have disciplinary history? For what type of conduct?

Additional information

Your primary contacts at JMFG will be your Registered Representative and their sales assistant. Should you have questions related to the handling of your account, please contact our Chief Compliance Officer at 888-467-3636. **Please contact us or refer to our website listed above for additional information and to download our relationship summary.** Conversation starters: Who is my primary contact person? Are they a representative of an investment advisor or broker-dealer? Who can I talk to if I have concerns about how this person is treating me?