



Form CRS (*Customer Relationship Summary*) June 30th, 2020

J.W. Cole Financial (“J.W. Cole” or the “Firm”) is registered with the Securities and Exchange Commission (SEC) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (FINRA). Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to research different 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?

Our brokerage services include the buying and selling of securities and investment products. These include stocks, bonds, options, mutual funds, variable annuities, and more. If you open a brokerage account, you will pay us a transaction-based fee, generally referred to as a commission, every time you buy or sell an investment. There is no minimum amount required to open an investment account, but we may recommend some investments which require a minimum investment.

When we provide brokerage services, we may recommend investments, or you may select them, but the ultimate decision regarding an investment strategy or the purchase or sale of an investment will be yours. Although we do not provide ongoing monitoring of your account, we will review your account before every recommendation to ensure we act in your best interest.

Through our clearing firm we will provide you with account statements on a quarterly or monthly basis and may be able to provide you with additional services to help you reach your goals, but you might pay more.

For more detailed information on the products and services we offer, including limitations, visit <https://jw-cole.info/disclosures>

ASK YOUR FINANCIAL PROFESSIONAL

- Given my financial situation, should I choose 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 and what do these qualifications mean?

WHAT FEES WILL I PAY?

When you transact in a brokerage account, you will pay a transaction-based fee. This fee is based on the specific transaction, not the value of your account. With certain investments such as stocks or exchange-traded funds this fee is called a commission. For other investments, such as a bond, this fee might be part of the price you pay for the investment, which is also known as “mark-up” or “mark-down”. With mutual funds this fee is usually referred to as a “load” and reduces the value of your investment.

Certain investments, such as mutual funds also impose additional fees that will reduce the value of your investment over time. Also, with certain investments you may have to pay fees, such as surrender charges, when you sell the investment. In a brokerage account, more transactions result in higher costs. Therefore, we could have an incentive to encourage you to engage in transactions. You may also pay other fees for things like account maintenance, wire transfers, and service fees.

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 regarding fees and cost of your account, visit <https://jw-cole.info/disclosures>

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?



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 recommendation, we provide you. Here are some examples to help you understand what this means.

In a brokerage account, when our interests conflict with your interests, we must tell you about them and in some cases take steps to reduce or eliminate these conflicts. Conflicts may result in you paying more for your investments that you would if the conflict did not exist.

In a brokerage account, we make money by buying and selling you securities and investment products. Because we are paid when you complete a transaction, we could have an incentive to encourage you to make larger investments and more frequently. Certain products, such as mutual funds, include continuing payments to us, known as “trails”. We could have an incentive to recommend investment products that include trails, even if other investments available to you have lower costs or may perform better.

We also receive shared revenue and payments from some third-parties which incentivizes us to do business with them. For some products we receive higher compensation than on other products. We could have an incentive to encourage you to buy products or investments that pay us more. We can buy investments from you, and sell investments to you, from our own accounts (called “acting as principal”). We can earn a profit on these trades, so we have an incentive to encourage you to trade with us. Although these conflicts exist, we will always act in your best interest when we make a recommendation to you.

For more detailed information and a complete list of our conflicts of interest and a description of all the ways we make money, visit <https://jw-cole.info/disclosures>

ASK YOUR FINANCIAL PROFESSIONAL

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

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

For brokerage accounts, your financial professional is paid a percentage of the selling compensation (commissions, markup, markdowns, loads – as described above) as well as trailing compensation and sometimes when you sell an investment. Your financial professional may also receive certain hiring/onboarding incentives and/or additional non-cash compensation such as travel to events or reimbursement for certain expenses.

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

Yes, you can visit Investor.gov/CRS for a free and simple search tool to research more information about our Firm and your financial professional.

ASK YOUR FINANCIAL PROFESSIONAL

- As a financial professional, do you have any disciplinary history? For what type of conduct?

You can find additional information regarding our brokerage services by visiting our website, www.jw-cole.com. If you need any other up-to-date information or would like a copy of our relationship summary sent to you, call us at (866) 592-6531.

ASK YOUR 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?

