

J. F. Williams Co.

INC.

Client Relationship Summary

June 2020

Introduction

J. F. Williams Co., Inc. (referred to as “JFWCO” or “we”, “our”, “us”) is registered with the U.S. Securities and Exchange Commission (“SEC”) as an Investment Adviser and was founded in 1995 by James F. Williams. Brokerage services and investment advisory services are different, and the fees associated with each are different; It is important that you understand the differences. You can also access free and simple tools to help you research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

JFWCO and our Financial Professionals offer investment advisory services. Our services include asset management services and financial planning. Each Financial Professional generally provides access to a range of investment products, such as stocks, bonds, mutual funds, and exchange-traded funds (ETFs). We offer these investment products through personalized, non-discretionary portfolio management. *Non-Discretionary* means all trades are authorized by you prior to being placed. Typically, we monitor your account and your investments on an ongoing basis to ensure your account aligns with your investment goals. The range of investment options available to you may be limited depending on your investment size, your personal suitability and other such qualifications. We do not require an account minimum to access our advisory services. We encourage you to ask your Financial Professional whether any investment limitations or account requirements apply.

For additional information about our advisory services, please see Items 4 of our Form ADV Part 2A available through the [SEC’s Investment Adviser Public Disclosure site](#). Ask your Financial Professional if you have any questions.

Conversation Starter. We encourage you to ask your financial professional:

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 licenses, education, and other qualifications? What do these qualifications mean?

What fees will I pay?

For investment advisory services, we typically charge an ongoing quarterly, *asset-based fee*, based on the value of your assets in the account we manage. Each account fee is established based on a fee schedule as set forth in your account agreement. The more assets you have in this type of account, the more you will pay in fees, which creates an incentive for us to encourage you to increase the size of your account. Financial planning is typically charged a flat rate fee of \$2,500, and the development of your Investment Policy Statement is \$1,000. Some non-standard services may be billed at an additional hourly rate ranging from \$25 - \$200 per hour. The number of hours we bill for is dependent on the scope of the engagement and complexity of the plan. Our advisory fees don’t include any brokerage commissions and other transaction costs, redemption fees, wire transfer fees, overnight check fees, account closing fees, or any other charges imposed by the administrator, custodian, or other service provider.

You will pay fees and incur 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. For additional information, please refer to [Item 5 of the ADV Part 2A](#).

Conversation Starter. We encourage you to 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 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. 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 additional examples to help you understand what this means.

Fee-Only Compensation

We are a fee-only firm whose fee is based on assets in the accounts we service. This means we do not sell securities products or insurance products for a transaction-based commission. Therefore, advice or recommendations we make, will have an impact on your account, thus affecting the fee you pay us. For example, any recommendation we make that increases assets under our management will increase the management fee. In contrast, any advice that decreases assets under our management will decrease the management fee. The types of questions which could give rise to this conflict are questions such as: whether to pay off or pay down a home mortgage; whether to take a lump sum or annuity from a pension plan; and whether to invest or maintain investments in assets that we will not manage. We strive to maintain a high degree of objectivity and ensure that our advice is not based on these considerations. However, a conflict of interest can exist, and clients must be aware of that fact as they consider our recommendations.

For additional information, you may visit [our website](#) or review [Item 12 of the ADV Part 2A](#).

Conversation Starter. We encourage you to 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?

In their agreement with us, all of our Financial Professionals receive a base salary plus semi-annual bonuses based on our profits. Receiving a bonus on our profits creates an incentive for them to encourage you to increase your investment account size.

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

None of our Financial Professionals have disciplinary history. Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter. We encourage you to ask your financial professional:

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

Additional Information

For additional information on advisory services, see our Form ADV brochure and any brochure supplement your Financial Professional provides or visit our [website](#). To report a problem to the SEC, you can visit www.investor.gov or call the SEC's toll-free investor assistance line at (800) 732-0330. If you have a problem with your investments, account or your Financial Professional, please contact us:

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Conversation Starter. We encourage you to 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?