



HERR CAPITAL MANAGEMENT, LLC
Where Prosperity Begins®

CUSTOMER RELATIONSHIP SUMMARY
Is An Investment Advisory Account Right For You?

There are different ways you can approach your investments and get help with them. Carefully consider what types of approaches are right for you. We are a registered investment advisor providing advisory accounts and services rather than brokerage accounts and services. This document provides you a summary of the services we provide and how you pay. Investment professionals associated with us are also registered representatives of American Portfolios Financial Services, Inc. "APFS". You will also receive a Customer Relationship Summary for APFS which also includes American Portfolios Advisors, Inc "APA". Only the portion of APFS' form dealing with Broker/Dealer Services will be applicable as we have no relationship with APA.

This summary is designed to help you make the decisions on which accounts to utilize. You should also speak with your investment professional for further information. At the end of this summary, there are also some questions you should discuss with your investment professional.

IMPORTANT CONSIDERATIONS

Relationship & Services

- Investment advice is offered on a regular basis. We will discuss your investment goals to help you determine a strategy to achieve your investment goals, and regularly monitor your account. We will contact you (in person, by phone or email) at least annually, but usually more frequently, to discuss your portfolio.
- Our Advisory Accounts allow us to buy and sell investments in your account without asking you in advance ("**discretionary account**"). We do not offer non-discretionary advisory accounts.
- In addition to having an investment account managed by HCM, you may engage us for financial planning and other services. You will typically pay a flat or hourly fee for these services depending on your needs.
- Other firms could provide advice on a wider range of choices, some of which may have lower costs.

Our Obligations To You

- We are held to a fiduciary standard that covers our entire investment advisory relationship with you. For example, we are required to monitor your portfolio, investment strategy and investments on an ongoing basis.
- Our interest(s) can conflict with your interest(s). We must discuss them with you in a way you can understand, so you can decide whether or not to agree to them.
- We do not have account minimums but may impose a minimum fee.

Fees and Costs

- **Asset-based fees.** You will pay an on-going fee at the end of each month based on the average daily value of the cash and investments in your advisory account. The amount paid to your financial professional does not vary based on the type of investments we select on your behalf. The asset-based fee will be deducted from your account, therefore reduces the value of your account.
- Some investments (such as ETFs, mutual funds and variable annuities) impose additional fees known as expense ratios that will reduce the value of your investment over time.
- Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account.
- When we buy or sell investments for you may pay transaction fees. You may also pay fees to a broker-dealer or bank that will hold your assets (called "**custody**"). HCM does not receive any portion of these transaction fees and has no incentive for a client to pay them.
- The more assets you have in the advisory account, including cash, the more you will pay us. We, therefore, have an incentive to increase the assets in your account in order to increase our fees. You pay our fee even if there are no transactions in your account.
- An asset-based fee may cost more than a transaction-based fee, but you may prefer an asset-based fee if you want continuing advice or want someone to make investment decisions for you.

Compare with Typical Brokerage Accounts

- You could also open a brokerage account with a broker-dealer where you will pay a transaction-based fee, generally referred to as a commission. Features of a typical brokerage account include:
- With a broker-dealer, you may select investments or the broker-dealer may recommend investments for your account, but the ultimate decision for your investment strategy and the purchase and sale of investments will be yours.
- A broker-dealer must act in your best interest and not place its interests ahead of yours when they recommend an investment or an investment strategy involving securities. The broker-dealer must treat you fairly and comply with several specific obligations. Unless you and the broker-dealer agree otherwise, the broker-dealer is not required to monitor your portfolio on an ongoing basis.
- A broker-dealer has an incentive to encourage you to trade often since they receive compensation with every transaction.
- You can receive advice in either type of account, but you may prefer paying: (a) Transaction-based fee if you do not trade often or if you plan to buy and hold investments for longer periods of time. (b) An asset-based fee if you want continuing advice or want someone to make investment decisions for you, even though it may cost more than a transaction-based fee

Conflicts of Interest

- Investment firms, custodians and service providers may offer us software free of charge, discounted products or services, reimbursements for marketing; such as client events, conference fees as well as other compensation. Therefore, we have incentive to use firms that make reimbursements or compensation available to us.
- Your financial professional does NOT receive more money if you buy these investments or utilize these custodians.
- Your advisor is also a registered representative of APFS and may receive commissions on brokerage services offered through APFS which may increase their compensation.

Additional Information

- We do not have any legal or disciplinary events.
- To ascertain any legal or disciplinary events you can find a free search tool at www.investor.gov; BrokerCheck.FINRA.org
- Information on advisory services can be found on Herr Capital Management's Form ADV Brochure on IAPD, investor.gov, HerrCapital.com or by contacting us for a copy.
- Should you have any concerns regarding your investments or your account, you may contact the SEC at 800.732.0330 or FINRA at 888.700.0028. You may also send a letter to the firm at:

Herr Capital Management, LLC Attn: Compliance 10231 S Western Ave, Ste 1A, Chicago, IL 60643

Key Questions to Ask

- Given my financial situation, which should I choose: an advisory account or a brokerage account?
- What would be the anticipated costs to me per year by choosing an advisory account? What would be the estimated annual fees or commissions by choosing a typical brokerage account?
- Would there be any additional costs attached to either account types?
- How does your firm receive revenue from investments outside of commissions or fees paid by me? Are these conflicts of interest?
- How are investments chosen for my account and are they in my best interest?
- What is the frequency of account review and recommendations?
- Apprise me of your relevant background and other qualifications.
- Who is the primary contact person for my account?

10231 S Western Ave, Ste 1A, Chicago, IL 60643 p 312.697.1600 f 312.697.1601 www.HerrCapital.com

Securities offered through American Portfolios Financial Services, Inc. Member FINRA/SIPC. Investment Advisory Services offered through Herr Capital Management, LLC, a registered investment advisor independent of American Portfolios.

V.2022-10