

INTRODUCTION

Infinex Investments, Inc. is registered with the U.S. Securities and Exchange Commission (“SEC”) as an investment adviser and broker-dealer. You should be aware that 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 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?

We offer both brokerage and investment advisory services.

Brokerage Services. Our brokerage services include recommending, buying and selling securities for you. The types of securities we recommend include stocks and bonds, exchange traded funds (“ETFs”), mutual funds, 529s, fixed and variable annuities, alternative investments such as non-traded real estate investment trusts, and unit investment trusts (“UITs”). We do not monitor your investments in connection with our brokerage services. We also do not accept discretion in connection with our brokerage services, which means we cannot buy or sell investments in your account without asking you in advance. You may select investments or we may recommend investments for your account, but the ultimate decision for your investment strategy and the purchase or sale of investments will be yours. We do not have requirements for you to open or maintain accounts with us, such as minimum account size or investment amount. We generally do not limit our investment offerings, nor do we offer investments issued, sponsored, or managed by us or our affiliates (“proprietary products”).

Our brokerage accounts offer the option to hold cash in either money market funds or a bank account insured by the Federal Deposit Insurance Corporation (a “cash sweep account”). Our brokerage accounts also include certain margin account services, where you are extended a loan for the purpose of buying securities.

Advisory Services. Our advisory services include a variety of asset management services, offered either directly or through a third party adviser we recommend (i.e., we review your portfolio, your goals and objectives and your investment strategy); financial planning and consulting services (i.e., we assess your financial situation and provide advice to meet your goals); retirement plan services (i.e., we review and provide advice on the selection of retirement plan investments and retirement plan service providers); and a current or soon to be offered digital advice program.

As part of our standard asset management services, we typically monitor client accounts on a quarterly basis. If necessary, we will rebalance your account to meet your changing needs, stated goals and objectives. We will contact you at least annually to discuss your portfolio. Our firm offers both discretionary advisory services where our firm or your financial professional makes the decision regarding the purchase or sale of investments, as well as nondiscretionary services where we may recommend investments for you but you make the ultimate decision regarding the purchase or sale of investments. Depending upon the program selected, account minimums ranging from \$5,000 to \$100,000 are applicable to your account. We do not limit the types of investments that are recommended, nor do we offer proprietary products.

Financial planning and consulting services are offered as a separate service. We do not monitor your investments in connection with the financial planning and consulting services.

Not all of our financial professionals can offer both our brokerage and advisory services, and not all of our financial professionals can offer the full range of investments and services we offer. In addition, certain of our staff only offer insurance services, and cannot service clients with either advisory or brokerage services. When you are discussing services with a financial professional, you should ask what capacity the financial professional is acting or will be acting – in the capacity of a broker-dealer and/or in the capacity of an investment adviser– when providing services to you.

For more detailed information about our services, please see our Form ADV for your advisory program and our Relationship Guide for Brokerage Services at infinexgroup.com/disclosures.

**CONVERSATION STARTERS. Ask your financial professional:**

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both 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?

Brokerage Fees. As a broker-dealer, we generally receive an upfront payment, typically called a “commission,” each time we execute a transaction that results in the purchase or sale of a security in your account. These commissions often vary based on the investment and the size or amount of the transaction. With stocks or exchange-traded funds, this fee is usually a separate commission. With other investments, such as corporate, government, or municipal bonds, this fee might be part of the price you pay for the investment (called a “mark-up” or “mark down”). With mutual funds, this fee (typically called a “load”) reduces the value of your investment. With variable annuities and variable insurance products, you pay this commission indirectly, as it is factored into the cost of insurance and is paid by the issuing insurance company to us.

Some investments (such as mutual funds and variable annuities) deduct additional ongoing fees and expenses that will reduce the value of your investment over time. Mutual funds, for instance, typically deduct ongoing fees and expenses, such as 12b-1 fees, management fees, or servicing fees, from fund assets. You may also have to pay fees such as surrender charges to sell the product. Lastly, you will be subject to additional fees charged by us or our clearing broker, such as custodian fees, account maintenance fees, account inactivity fees, account termination fees and transfer fees.

Advisory Fees. Our advisory fees vary depending upon the services you receive. For asset management services, we charge a quarterly advisory fee in advance based on the assets in your account, typically referred to as an “advisory fee.” Our advisory fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account. Because the fee is based upon the total assets in your account, the more assets you have, the more you will pay us.

A significant portion of our asset management services are performed through wrap fee programs. The advisory fee for wrap programs is typically higher than advisory fees for non-wrap programs because the advisory fee covers transaction costs and fees. For asset management services that are not provided through a wrap fee program, you will also pay separate brokerage transaction fees, such as commissions or ticket charges, when we buy or sell an investment for you. Some investments (such as mutual funds and variable annuities) deduct additional ongoing fees and expenses that will reduce the value of your investment over time, such as 12b-1 fees, management fees, or servicing fees. You will also be subject to fees charged by us or our clearing broker, such as custodian fees, account maintenance fees, account termination fees and transfer fees.

Our fees for financial planning and consulting services may be a fixed or variable amount based upon the issues to be addressed or may be based on an hourly charge. All financial planning and consulting fees will be specifically set forth in the financial planning or consulting agreement signed by you in advance of services. For retirement plan services, we typically charge an annual asset based fee based on a percentage of the assets in your retirement plan.

You will pay the fees and costs whether you make money 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 on our fees and costs, please see our Form ADV for your advisory program and our Relationship Guide for Brokerage Services at [infinexgroup.com/disclosures](https://www.infinexgroup.com/disclosures).

**CONVERSATION STARTERS. 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 BROKER-DEALER OR WHEN ACTING AS MY INVESTMENT ADVISER? HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS OF INTEREST DO YOU HAVE?

When we provide you with a recommendation as your broker-dealer or 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 examples to help you understand what this means:

Brokerage Services. For brokerage accounts, we receive commissions and other fees from the purchase and sale of securities. Because we earn a commission each time you enter into a transaction, we have a conflict of interest any time we recommend the purchase or sale of a security. These conflicts include encouraging you to trade more often, recommending additional investments, or recommending investments that pay us more commissions or fees than investments that pay less commissions or fees.

When we sell an investment to you, our firm receives third party payments, such as 12b-1 fees, from some issuers, including mutual funds and insurance companies. The amount of these third-party payments varies between the issuers and the different investments that we offer. These third-party payments present a conflict of interest because it gives us an incentive to recommend investments that entail such payments and that pay us more compensation. Our firm also receives revenue sharing payments from investment sponsors, including insurance carriers who issue annuities and alternative investment providers. These payments are based upon the sales of such products, a fixed fee, or a combination of both. This creates a conflict because we have an incentive to recommend investments from product sponsors who participate in our sponsorship program, and to encourage you to increase the amount of assets in those investments.

We also receive third party and revenue sharing payments from our clearing broker. These include fees collected by our clearing broker on cash sweep accounts maintained by our customers. This creates a conflict because we have an incentive to recommend that you maintain a cash sweep with our clearing broker. Our clearing broker also makes certain loans and margin accounts available to our customers and shares the interest revenue with us and our financial professionals. Because some of our financial professionals can mark up the rate of interest in connection with these services, we and our financial professionals have a conflict because we have an incentive to recommend these loans and margin accounts to you and increase your rate of interest.

Advisory Services. In investment advisory accounts, a conflict of interest exists any time we recommend that you keep your assets under our management rather than remove your assets from our management because we are paid an advisory fee based on the assets that we manage. Examples could include recommending that you rollover your assets into an advisory account managed by our firm, or recommending that your assets remain in your advisory account with us rather than satisfying a debt obligation.

In addition to the compensation described above, our firm receives compensation and other economic benefits from our clearing firm for both our brokerage services and advisory services. This compensation includes the sharing of certain custodial and other fees charged by the clearing firm to our customers and payments and other benefits based upon the overall revenues produced by our firm's customers for the clearing broker. The receipt of these economic benefits by our firm creates a conflict of interest because it creates an incentive for us to recommend transactions in securities that utilize the services of our clearing broker.

Our firm also receives non-cash compensation from product issuers and service providers that is not in connection with any particular customer or investment. Compensation includes such items as reimbursement in connection with educational meetings, reimbursement of our conference and event costs, and marketing and advertising initiatives. The receipt of this economic benefit by our firm creates a potential conflict of interest and may indirectly influence our choice of product issuers and service providers.

For more detailed information about our conflicts of interest, please see our Form ADV for your advisory program and Relationship Guide for Brokerage Services at infinexgroup.com/disclosures.



CONVERSATION STARTERS. 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?

Our financial professionals make money in a variety of ways. Some financial professionals are paid a salary with or without some form of bonus (often based upon the revenue they produce), some are paid exclusively on the total revenue they produce (commissions, advisory fees, etc.), and some are paid a combination of both. For financial professionals who are paid based upon the revenue they produce, many are paid on a “grid” with escalating tiers as their revenue increases. In addition, our financial professionals may be eligible to receive incentive awards such as sales awards, forgivable loans and other prizes such as trips or bonuses. This compensation creates a conflict because the financial professionals have an incentive to generate more revenue by encouraging you to trade more, purchase higher compensation investments, or increase your assets under management in order to be eligible for more incentive awards.

Our financial professionals also receive non-cash compensation from some of our product issuers, including mutual funds and insurance companies. This compensation includes business entertainment, expense reimbursement for travel associated with educational or similar business meetings, financial assistance in covering the cost of marketing and sales events, and small gifts. This non-cash compensation creates a conflict because our financial professionals have an incentive to recommend those investments whose issuers offer these forms of compensation.

For brokerage accounts, when our financial professionals sell securities or insurance products, they earn a portion of the commissions associated with the transaction and other compensation, including servicing and distribution fees. Further, there are different commissions earned between investment types and within the same product lines. This creates a conflict because our financial professionals have an incentive to sell higher commissioned investments rather than lower commissioned products and an incentive to encourage you to trade often.

For advisory accounts, our financial professionals are typically compensated based upon a percentage of assets under management in your advisory account. This creates a conflict because our financial professionals have an incentive to encourage you to increase the assets in your account. For financial plans, our financial professionals earn a portion of the financial planning fees, which means a conflict exists when the financial planning fee is an hourly rate because our financial professionals have an incentive to work more hours to increase fees earned. In addition, if we implement your financial plan in our capacity as a broker-dealer, we have a conflict because the financial professional has an incentive to recommend higher commissioned securities in the financial plan.

DO WE OR OUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

Yes. We, and some of our financial professionals, have legal and disciplinary disclosures. Please visit investor.gov/CRS for a free and simple search tool to research us and our financial professionals. This link also provides educational materials about broker-dealers, investment advisers, and investing.



CONVERSATION STARTERS. Ask your financial professional:

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

ADDITIONAL INFORMATION



For additional information about our brokerage or investment advisory services, please go to: infinexgroup.com/disclosures

The same website can be accessed using this QR Code:



If you would like additional up-to-date information or a copy of this client relationship summary, please call: **(800) 987-9299**.



CONVERSATION STARTERS. Ask your financial professional:

- Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer? Who can I talk to if I have concerns about how his person is treating me?