

Introduction

We are Southern Wealth Securities, LLC (“SWS”), a FINRA-registered broker-dealer. Brokerage 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](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. Our firm and financial professionals’ registration information are also publicly available on the [Investor.gov](https://www.investor.gov) website.

Relationships & Services

Q: What investment services and advice can you provide me?

A: We offer brokerage services to high net worth clients and to a variety of corporate and legal entities, such as trusts, IRAs, partnerships, and small companies. We recommend an appropriate insurance product to you and assist you in completing the necessary application and paperwork, including obtaining a suitability form as required by our primary regulator, FINRA. Our services are non-discretionary in nature and do not involve us taking any discretion on the purchase or sale of securities. We offer advice specifically with respect to insurance products, such as variable life insurance.

Q: Given my financial situation, should I choose a brokerage service? Why or why not?

A: Brokerage services are appropriate if you do not require ongoing portfolio management. We offer only insurance products. The types of insurance products we recommend are typically complex products for ultra-high net worth investors designed for the long-term benefit of the insured. Our recommendations are based upon your risk management needs, life expectancy, financial circumstances, income, net worth, investable assets, investment objectives, and tolerance for risk. Our business is transaction oriented and our compensation is the commission we earn on each insurance policy transaction. As a result, our services are designed for the long-term insured.

Q: How will you choose investments to recommend to me?

A: We choose variable life products that are in your best interest, given your risk management needs, life expectancy, financial circumstances, income, net worth, investable assets, investment objectives, and tolerance for risk. Generally, we do provide ongoing portfolio monitoring of any investment sub-accounts within the insurance policy,

Q: What is your relevant experience, including your licenses, education, and other qualifications?

A: Our financial professionals have been in the financial services industry for several years and maintain the Series 7 and Series 63 qualification exams. Certain supervisory professionals also maintain applicable FINRA supervisory licenses, such as the Series 24, 27, or 28 exam qualification. You can find information on any professional designations of your financial professional by accessing [FINRA.org](https://www.finra.org) and utilizing the BrokerCheck functionality.

Q: What do these qualifications mean?

A: These qualifications assure that our professionals have met specific regulatory exam requirements and continuing education requirements to conduct securities activities.

Fees, Costs, Conflicts & Standard of Conduct

Q: What fees will I pay?

A: Our fees for insurance-related securities transactions are commission based so that we and the insurer only generate revenue when you effect a transaction. Commissions may vary depending on the type of product and the product features, which are numerous and complex.

Q: Help me understand how these fees and costs might affect my investments. If I give you \$100,000 to invest, how much will go to fees and costs, and how much will be invested for me?

A: Commissions are deducted from your purchase transaction, which reduces the overall net benefit of the policy. Insurance-related securities transactions generally carry a much higher commission cost than other types of securities.

You will pay fees and costs whether you make or lose money on your insurance-related 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. You are encouraged to speak with your financial representative to understand the costs involved in these types of insurance-related transactions.

Q: What are your legal obligations to me when acting as my broker-dealer? How else does your firm make money and what conflicts of interest do you have?

A: *When we act as your broker, we must act in your best interest and not put our interests ahead of yours. At the same time, the way we make money creates some conflicts of interest. Commission-based compensation creates an economic incentive to sell you more products, as the more we sell, the more revenue we generate. Also, as commissions vary depending on the type of product, we are economically incentivized to recommend products that yield the highest economic benefit to us. You should understand and ask us about these conflicts, because they can affect the investment advice we provide. Here are examples to help you understand what this means.*

- Commissions create an incentive for us to recommend that you engage in more transactions, which may be contrary to your interests. Please be mindful of the features within the insurance product you are considering and ask your SWS representative about the conflicts of interest, commission costs, and adverse impacts that conflicts and fees can have on your investment.
- SWS is affiliated with Southern Wealth Management, LLP, an SEC-registered investment adviser. We may recommend that you establish an advisory account with our affiliate for your other investment assets. Please consult with your financial advisor and carefully review this client relationship summary and the public disclosure site at [Investor.gov/CRS](https://www.investor.gov/CRS). For our investment advisory professionals, please see Items 10, 11, and 14 of our affiliate's ADV Part 2A Brochure as well as your financial advisor's Part 2B Brochure Supplement for additional information about conflicts of interest.

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

A: Conflicts of interest can incentivize us to put our interests ahead of yours. We manage these conflicts through disclosures in this Form CRS, as well as product-specific disclosures (i.e., mutual funds, ETFs, private placements, real estate investment trusts, and other illiquid securities). In addition, we employ supervisory procedures to ensure our financial advisors are acting in your best interest.

Q: How do your financial professionals make money?

A: Our financial advisors are paid a salary and bonus.

Disciplinary History

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

A: Neither SWS nor our financial advisors have disciplinary disclosures. You can access [Investor.gov/CRS](https://www.investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

Additional Information

Q: Who is my primary contact person?

A: Your SWS financial advisor will be your primary point of contact. However, administrative requests may be handled by an administrative assistant or client service professional.

Q: Is he or she a representative of an investment adviser or a broker-dealer?

A: Yes, certain of our financial advisors are registered with our affiliate, Southern Wealth Management, LLP. All of our registered representatives are licensed with SWS.

Q: Who can I talk to if I have concerns about how this person is treating me?

A: In the event you have issues to be addressed, you may contact Mr. Tom Gile at 972-661-4600 or by email to compliance@southernwealth.com.

You can find additional information about our investment services at [Investor.gov/CRS](https://www.investor.gov/CRS). You may also request a printed copy of this Relationship Summary by contacting us at 972-661-4600 or via email to compliance@southernwealth.com.