



**Customer Relationship Summary (Form CRS) / June 29, 2020**

**Introduction**

- Bray Capital Advisors, LLC is an investment advisor registered with the Securities and Exchange Commission (SEC).
- We provide investment advisory services to our clients.
- We are not a broker-dealer.
- The services and fees of an investment advisor and a broker-dealer differ and it is important that you understand the differences.
- Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS), which provides educational materials about investing, investment advisors, and broker-dealers.

**Relationships and Services**

***What investments services and advice can you provide me?***

- We provide investment advisory services to our clients.
  - Our clients give us discretion to buy and sell stocks, bonds, and exchange traded funds (ETFs) in an account they open with an independent custodian.
  - We regularly monitor our client investment portfolios.
  - We regularly meet with our clients to review their investment portfolios.
- We may also provide clients with tax, financial, and estate planning services.
- We are not a broker-dealer.
- Additional information about our services is found at Item 4 of our Firm Brochure available online with the SEC at <https://adviserinfo.sec.gov/firm/summary/170289>.

***Conversation Starters - to ask any financial advisor***

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- What is the difference between an investment advisor and a broker-dealer?
- Why would I choose an investment advisor instead of a broker-dealer?
- 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?

**Fees, Costs, Conflicts, and Standard of Conduct**

***What fees will I pay?***

- We are compensated for our investment advisory services based on the size of a client's portfolio.
  - Our compensation ranges between 0.50% to 1.25% annually, of a client

portfolio. The compensation is collected each quarter.

- Other fees and costs
  - ETFs in client portfolios are subject to internal fees charged by the ETF administrator.
  - Most of our clients select Charles Schwab as their independent custodian. Charles Schwab does not charge commissions for trading stocks or ETFs. Charles Schwab charges market rate commissions for trading bonds.
- 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.
- Additional information about our fees is found at Item 5 of our Firm Brochure available online with the SEC at <https://adviserinfo.sec.gov/firm/summary/170289>.

***What are your legal obligations to me when acting 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 advisor, we have to act in your best interest and not put our interest ahead of yours.*
- Certain investment advisors might have a conflict of interest if they are “dually registered” as a broker-dealer.

***Conversation Starters - to ask any financial advisor***

- Do you have any conflicts of interest? If so, what are they?
- If you have any conflicts of interest, how will you address them?

***How do your financial professionals make money?***

- Our financial professionals are salaried professionals eligible for an annual discretionary bonus.
- All of our employees are eligible to receive an additional bonus for introducing new clients to our firm.

## Disciplinary History

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

- No
- Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS), which provides educational materials about investing, investment advisors, and broker-dealers.

***Conversation Starters - to ask any financial advisor***

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

## Additional Information

- Additional information about us is found in our Firm Brochure available online with the SEC at <https://adviserinfo.sec.gov/firm/summary/170289>.
- Additional information about us is found on our website at <https://www.braycapitaladvisors.com/>
- You can contact us at (239) 451-6008.