

SecFi Securities, LLC  
Form Customer Relationship Summary (CRS)  
July 28, 2020

SecFi Securities, LLC (“SecFi” or “we” or “our”) is registered as a broker-dealer with the U.S. Securities and Exchange Commission (SEC) and is a member of the Financial Industry Regulatory Authority, Inc. (FINRA). 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.

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

We act as a private placement broker for the purposes of facilitating the execution of private securities contracts (“PSC”). Typically, we broker PSCs between: (1) employees, former employees, or investors (collectively “Shareholders”) of mid to late stage start-up companies that hold privately held shares or stock options with respect to such start-up companies and (2) institutional investors (“Investors”). PSCs are designed to provide Shareholders liquidity with respect to their existing holdings and/or in order to allow Shareholders to efficiently exercise their stock options. Given our business model we offer a limited number of securities. We do not perform any type of clearing functions for ourselves or others and do not handle or hold customer funds or securities. We do not have discretion over your account therefore the decision to enter into a PSC is up to you. We may recommend you enter into a PSC based upon your investment profile and what we believe is in your best interest. We do not trade principally for our own account but we may facilitate PSCs between you and Investors for which an affiliate of ours serves as investment adviser. We do not have an account minimum for our accounts or other requirements.

For additional information regarding our services, please see our Reg BI Disclosure FAQs, which are available [here](#).

<b>CONVERSATION STARTERS:</b> Ask your financial professional:
<i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i>
<i>How will you choose investments to recommend to me?</i>
<i>What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?</i>

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

It is important for you, to understand the fees and costs you will incur for your brokerage services, including how frequently they are assessed and the conflict of interests they may create. We typically charge a fee that is a percentage of the notional value of the PSC. You may be subject to additional associated transaction fees such as custody, transfer taxes, and wire charges.

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<b>CONVERSATION STARTER:</b> Ask your financial professional:
<i>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?</i>

***What are your legal obligations to me when providing recommendations as my broker-dealer?  
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, 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 we provide you. Here are some examples to help you understand what this means.

- We earn a transaction fee based on the size of a PSC that we broker for you. Therefore, we are incented to encourage you to transact as large of a transaction as possible.
- We may facilitate transactions between you and an Investor for whom one of our affiliates serves as an investment adviser. A portion of the profits derived from our investment advisory affiliate will indirectly benefit us and therefore presents a conflict of interest.
- Some of our affiliates will offer additional financial services to you and will charge fees in connection therewith. This incents us to promote these services to you.

**CONVERSATION STARTER:** Ask your financial professional:

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

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

Our financial professionals receive a salary and have the possibility of a discretionary bonus based upon individual job performance and our overall performance.

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

No. Neither SecFi nor its financial professionals have reportable legal or disciplinary events. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research your financial professionals.

**CONVERSATION STARTER:** Ask your financial professional:

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

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If you would the most current information about our firm or to request a copy of the relationship summary, please call 619-520-8522.

**CONVERSATION STARTER:** Ask your financial professional:

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