

## **Item 1: Introduction**

Churchill Financial, LLC, is an SEC Registered and FINRA Member Broker Dealer and member of the Securities Investor Protection Corporation (SIPC). Brokerage services and fees differ, and it is important for you to understand these differences. To help you research firms and financial professionals, you can access free and simple tools made available at Investor.gov/CRS, which also provides educational materials about broker-dealers and investing.

## **Item 2: Relationship and Services**

### **What brokerage services and advice can you provide me?**

As an introducing broker-dealer, we offer services and products to retail customers including buying and selling stocks, options, mutual funds, exchange traded funds, and margin trading. You may select investments, or we may recommend investments for your account. Other firms could provide a wider range of choices, some of which might have lower costs.

We do not provide ongoing account monitoring; however, our financial professionals may voluntarily review your account on a periodic basis for purposes of providing buy, sell or hold recommendations. However, you will make the final decision regarding any recommendation.

Additional detailed information about our firm can be found on FINRA's BrokerCheck. If viewing a paper version of this form, please visit <https://brokercheck.finra.org> and search our name for hyperlinks to these documents.

We do not have account minimums.

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

## **ITEM 3: FEES, COSTS, CONFLICTS, AND STANDARD OF CONDUCT**

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

The commission you pay for a brokerage account is based on the specific transaction. The more transactions in your account, the more fees we charge you. We therefore have an incentive to encourage you to engage in transactions.

### **Other Fees**

Some investments such as mutual funds impose additional fees that will reduce the value of your investment over time. We pass additional charges, from our Clearing Firm, on to you such as custodian fees, account maintenance fees, and account inactivity fees.

The fees and costs you pay for specific securities transactions are disclosed to you on the confirmation statement you receive after your transaction is executed. The total costs you incur (and compensation we earn) in connection with your brokerage accounts will primarily depend on your investment mix and how frequently you trade.

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.

- *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?*

## Conflicts of Interest

**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.

- Third parties, like mutual fund companies compensate us when we recommend or sell their investments paying us 12b-1 fees.
- We can make extra money when a third party (such as an intermediary) shares revenue it earns on investments such as money markets.

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

## How do your financial professionals make money?

### Financial Professionals Compensation

Registered representatives of our broker-dealer receive a commission every time you buy or sell an investment. Each representative has a commission schedule. Please ask your representative to discuss, in detail, their commission schedule.

## ITEM 4: DISCIPLINARY HISTORY

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

Yes. Visit Investor.gov for a free and simple search tool to research our firm and our financial professionals.

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

## ITEM 5 – ADDITIONAL INFORMATION

Additional information can be found on our website, [www.ChurchillFinancial.com](http://www.ChurchillFinancial.com). A copy of this form will be posted to our website and is available upon request by calling 502-895-3535 or 888-419-6558.

We also encourage you to seek additional information.

- For additional information about our brokers and services, visit Investor.gov, BrokerCheck at BrokerCheck.Finra.org, or our web site [www.ChurchillFinancial.com](http://www.ChurchillFinancial.com).
- To report a problem to the SEC, visit Investor.gov or call the SEC's toll-free investor assistance line at (800) 732-0330. To report a problem to FINRA, <https://www.finra.org/investors/file-complaint>. If you have a problem with your investments, account or financial professional, need additional information or to request a copy of this form, please contact Alesia Mullis at 502-895-3535 or toll free at 888-419-6558.

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