

## Introduction

Shulman DeMeo Asset Management, LLC (“Shulman DeMeo”) is registered with the Securities and Exchange Commission as an investment adviser. 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](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

The client can engage Shulman DeMeo to provide discretionary and/or non-discretionary investment advisory services on a wrap fee basis. This means clients will pay a single specified annual fee that includes trade execution, custody, reporting and investment management fees.

Additionally, Shulman DeMeo offers financial planning and consulting services as well as portfolio monitoring services where Shulman DeMeo monitors client portfolios or investments held with other independent registered investment advisers.

Shulman DeMeo’s clients generally include individuals, business entities, trusts, estates, and charitable organizations, and pension and profit sharing plans. Shulman DeMeo generally requires a minimum asset level of \$2,000,000 per household or corporate entity for investment advisory services. Shulman DeMeo, in its sole discretion, reduce or waive its minimum asset requirement based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, etc.).

For more detailed information, please refer to our Disclosure Brochure, the ADV Part 2A, under Item 4 Advisory Business and Item 7 Types of Clients, which can be found at <http://www.shulmandemeo.com>.

### ➤ *Questions to Ask Your Professional:*

- *“Given my financial situation, should I choose an investment advisory service? 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?

The current annual investment advisory fee ranges from 0.00% to 2.00%. The fee includes investment advisory services, and, to the extent specifically requested by the client, financial planning and consulting services. Shulman DeMeo, in its sole discretion, may reduce its investment management fee based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, etc.). For more specific information regarding the wrap fees, please refer to our Wrap Fee Program Brochure, the ADV Part 2A Appendix 1 at <http://www.shulmandemeo.com>.

If a client engages Shulman DeMeo for only financial planning and consulting services, fees generally range from \$5,000 to \$50,000 on a fixed fee basis, and from \$300 to \$700 on an hourly rate basis, depending upon the level and scope of the service(s) required and the professional(s) rendering the service(s).

The current annual fee for portfolio monitoring services is up to 2.00% of the client’s assets under management.

There are a number of other fees that can be associated with holding and investing in securities. For clients participating in the Shulman DeMeo sponsored wrap program, these include some fees that may be paid by us on your behalf, such as transaction fees for the purchase or sale of a mutual fund or exchange traded fund (ETF), or commissions for the purchase or sale of a common stock. All other fees will be deducted from your account. Expenses of a mutual fund or ETF will not be included in management fees, as they are deducted from the value of the shares by the fund manager. Fees charged by unaffiliated independent third party managers are also separate and additional to any fees that may be assessed by managers, and such managers will be authorized to separately debit fees from client accounts. 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. For more specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation at <http://www.shulmandemeo.com>.

➤ **Questions to Ask Your 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 acting as my investment adviser? How else does our firm make money and what conflicts of interest do you have?**

When we 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 investment advice we provide you.

For example, when Shulman DeMeo manages an account on a wrap fee basis, the client may pay more or less than purchasing such services separately. For example, if a client’s account is rarely traded, the transaction fees the client would have paid would be minimal, thus limiting the benefits of “wrapping” management fees and transaction fees. Because wrap program transaction fees and/or commissions are being paid by Shulman DeMeo to the account broker-dealer/custodian, Shulman DeMeo could have an economic incentive to minimize the number of trades in the client’s account. This presents a conflict of interest. Shulman DeMeo attempts to mitigate this conflict by disclosing the conflict to clients, and requiring that the firm’s employees acknowledge their fiduciary duty to place client interests ahead of their own.

For more specific information regarding compensation and conflicts, please refer our Disclosure Brochure, the ADV Part 2A under Item 10 Outside Affiliations at <http://www.shulmandemeo.com>.

➤ **Questions to Ask Your Professional:**

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

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

Financial professionals of Shulman DeMeo are paid a portion of the asset management fees collected from clients. Financial professionals are not rewarded sales bonuses. Please reference the above fee description section for conflicts of interest.

**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 <https://www.investor.gov/CRS>.

➤ **Questions to Ask Your Professional:**

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

**Additional Information**

Additional information about our investment advisory services can be found at <http://www.shulmandemeo.com> or visiting at <http://www.shulmandemeo.com>. A copy of our customer relationship summary can also be requested by calling (516) 708-9955 or by emailing our Chief Compliance Officer at [jdeleo@shulmandemeo.com](mailto:jdeleo@shulmandemeo.com).

➤ **Questions to Ask Your Professional:**

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