

M.E. Allison & Co., Inc. Form Customer Relationship Summary – February 28, 2024

M.E. Allison & Co., Inc. (“MEA”) is registered with the Securities and Exchange Commission (“SEC”) as a broker-dealer and with the State of Texas as an investment adviser. MEA is also a member of the Financial Industry Regulatory Authority (“FINRA”) and the Securities Investor Protection Corporation (“SIPC”). Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

As a registered broker-dealer and investment adviser, MEA offers two distinct services to retail investors: brokerage services and advisory services. In a brokerage relationship, you pay a transaction fee called a “commission” when you buy or sell securities. In an advisory account, you pay a fee to receive financial advice.

Brokerage Services

Services: MEA may buy and sell securities in your account. You may instruct us to trade securities in your account, or accept a recommendation that we provide you.

Monitoring: MEA has no ongoing duty to monitor your account or any position in your account.

Investment Authority: Your brokerage representative may recommend a particular investment, but you make the ultimate decision regarding the purchase or sale of investments.

Products: MEA generally offers securities traded on the major stock exchanges, as well as bonds, options, mutual funds and exchange traded funds. We occasionally offer less common investments intended for specialized client needs.

Account Minimums: There are no account minimums imposed by the firm.

Investment Advisory Services

Services: MEA may manage your assets on a discretionary basis. MEA may also provide non-discretionary advisory services regarding the purchase and sale of investments and formulation of financial plans.

Monitoring: MEA monitors advisory accounts on an ongoing basis, and will perform a review of your account at a minimum annually. Accounts advised by third parties will be reviewed by the third party advisor.

Investment Authority: If you give MEA discretionary investment authority to manage your assets, MEA has the authority to decide which securities to purchase and sell for you. You and MEA must agree to MEA's discretionary authority in writing, and MEA's discretionary authority remains in place until it is revoked by either party. Discretion does not allow for the disbursement of funds in the account without your consent. If MEA provides you with non-discretionary investment advice, all transactions in your account require your consent prior to them being made. You make the ultimate decision regarding the purchase or sale of investments.

Products: MEA generally recommends securities traded on the major stock exchanges, as well as bonds, options, mutual funds and exchange traded funds. We occasionally recommend less common investments intended for

specialized client needs.

Account Minimums: MEA has minimum account requirements, available on MEA's Form ADV available at <https://adviserinfo.sec.gov/>. MEA may waive our account minimums at our discretion, but minimums set by third-party advisers or sub-advisers may not be waived.

Financial Planning Services

Financial planning services entail a comprehensive overview of your current financial situation including a review of existing strategies and financial goals. Many elements such as savings, cash flow, debt management, and insurance are included in this review. Financial planning services are offered separately and carry a fee based on the size of the plan or an hourly rate, which is negotiable between you and your advisory representative.

Additional Information

To learn more about the services we offer and which services best meets your needs, talk to your MEA professional and see Items 4 and 7 of our Form ADV Part 2A available at <http://www.meallison.com/>, <https://adviserinfo.sec.gov/> or <https://www.investor.gov/>

Conversation Starters

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

What fees will I pay?

Brokerage Fees

MEA receives commissions for transactions in your account as compensation. Certain products may pay your MEA professional a larger commission than other products. The ability to charge commissions may create a conflict of interest because MEA and its representatives receive more commissions the more trades you make, and therefore have an incentive to encourage customers to trade often. Additionally, MEA has an incentive to encourage customers to purchase products for which MEA receives a higher commission as compared to other products.

Advisory Fees

MEA receives a percentage based on assets under management of your advisory account as compensation. In an advisory relationship, advisory fees are charged monthly or quarterly whether or not you purchase or sell a security. The more assets you have in your advisory account, the more advisory fees you will pay and MEA may therefore have an incentive to encourage you to increase the assets in your advisory account. In certain circumstances, MEA may exempt holdings in an advisory account from being subject to advisory fees.

Other Fees and Costs

You are charged additional fees imposed by our clearing firm, such as custodian fees, account maintenance fees, and account inactivity fees. Additionally, our clearing firm imposes a ticket charge on trades that MEA executes,

and MEA receives a portion of that ticket charge.

Some investments (such as mutual funds, exchange traded funds, and annuities) charge you additional ongoing fees (“trails” or “12b-1 fees”), which are paid to MEA on a monthly or quarterly basis, based on the amount of assets MEA has caused to be invested in the product. These fees reduce the value of your investment over time and create a conflict of interest because MEA has an incentive to recommend or purchase on your behalf products that carry such fees. Additionally, for investments like mutual funds, exchange traded funds, and annuities, you may pay fees such as sales or surrender charges to sell the investment if it is not held for a specified amount of time.

Additional Information

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 regarding MEA advisory business and fees charged can be located on MEA’s Form ADV and Item 5 of Part 2A brochure by visiting <http://www.meallison.com/>, <https://adviserinfo.sec.gov/> or <https://www.investor.gov/>.

Conversation Starter

- ***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 providing recommendations as my broker-dealer or when acting as my investment adviser? 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 or 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 conflict with your interests. You should understand and ask us about these conflicts because they can affect the recommendations and investment advice we provide you. Here are examples to help you understand what this means.

Revenue Sharing: We may refer clients to third-party investment advisers. We have agreements with those investment advisers that provide for MEA to receive a percentage of revenue earned on the assets referred to such investment advisers. This creates a conflict of interest because we have an incentive to recommend third-party investment advisers with whom we have a revenue-sharing relationship.

Fixed Income Underwriting: We may offer fixed income products to our clients. MEA will receive fees on these products that are determined by the issuing authority. This creates a conflict of interest because MEA has an incentive to recommend the purchase of fixed income products on which MEA receives a fee.

Principal Trading: We may buy or sell securities to you from our own account. We may charge a “mark up” or “mark down” on such trades. Because we earn compensation and can receive other benefits in principal transactions, we have an incentive to trade with you on a principal basis and to recommend securities that we hold in inventory.

Interest Rebates: MEA may receive an interest rebate on free cash balances in accounts held at our clearing firm. This may create an incentive for us to leave large cash balances in your account uninvested.

Margin-interest Rebates: MEA may receive a rebate on margin-interest balances held at our clearing firm. This may create an incentive for us to recommend that you open a margin account.

Conversation Starter

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

How do your financial professionals make money?

MEA professionals are paid in the form of commissions when providing brokerage services. MEA professionals are paid in the form of advisory fees based on your advisory assets under management. MEA professional may also separately receive financial planning fees, may share in revenue paid to third-party investment advisers by clients who are referred to the investment adviser by the MEA professional, and through the collection of 12b-1 fees.

Disciplinary History

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

Yes. Investors are encouraged to please visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter

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

Additional Information

If you require additional information, wish to request a copy of this or any future relationship summary, our Regulation Best Interest Disclosure, Form ADV, or Part 2A brochure or if you want to discuss your experience with MEA or its professionals, please contact Linde Murphy at (210) 930-4000 or lmurphy@meallison.com. You may also visit our website at M.E. Allison & Co., Inc.

Conversation Starter

- *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?*