## BRADLEY WOODS

# BRADLEY WOODS & CO. LTD. FORM CRS RELATIONSHIP SUMMARY

Bradley Woods & Co. Ltd. ("BW") is registered with the U.S. Securities and Exchange Commission ("SEC") as a broker-dealer, a member of both the Financial Industry Regulatory Authority ("FINRA") and the Securities Investor Protection Corporation ("SIPC"). BW provides brokerage services. Brokerage and investment advisory services and fees differ; you need to understand the differences. Free and simple tools are available to research firms and financial professionals at: <a href="https://www.investor.gov/CRS">www.investor.gov/CRS</a>, which also provides educational materials about broker-dealers, investment advisers, and investing.

## **Relationships and Services**

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

We offer brokerage services to retail investors that include buying and selling securities and recommending investments. BW will act as agent to transact with you in equity securities, fixed income securities and private placements. We also offer research that addresses public policies of the government, as well as research that addresses specific securities issuers. BW will not monitor your portfolio or investments on an ongoing basis. We do not make available or offer advice only with respect to proprietary products, nor do we offer a limited menu of products.

We do have certain requirements for opening new accounts, which include acquiring specific financial and identification information from you, however, there are no minimum account size or investment amount requirements with BW, however, there are account maintenance fees related to the balance of the account.

You may find further information at: https://bradleywoods.com/

## **Conversation Starters**

Ask your financial professional:

- Given my financial situation, should I choose a brokerage 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?

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

## What fees will I pay?

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. The more transactions in your account, the more fees we will charge you. We therefore have an incentive to encourage you to engage in transactions.

The fees you pay are based on the specific transaction and not on the value of your account. With stocks, exchange-traded funds, and private placements the fee is usually a separate commission. With bonds, this fee may be part of the price you pay for the investment (called a mark-up or mark-down). The Firm does not charge a fee for the research that is provided to clients.

There are typically three types of fees we charge, commissions on purchases of equity securities, markups on fixed income securities and placement fees for private placements. For equity and fixed income transactions, our fees typically range from one percent to a maximum of five percent of the principal invested. For private placements, our fees typically range from a low of two percent to a high of eight percent. We may charge you additional fees such as custodian fees, account maintenance fees, and account inactivity fees, which will lower the value of your investments and portfolio.

1

## **Conversation Starter**

## 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 providing recommendations? How else does your firm make money and what conflicts of interest do you have?

When we provide you with a recommendation, 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 can make extra money by selling you certain investments either because they are managed by someone related to our firm or because they are offered by companies that pay our firm to sell their investments. Your financial professional may also receive more compensation if you buy these investments.

## **Conversation Starter**

## 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 at BW receive cash compensation based on the commissions earned on transactions conducted for clients. Compensation for financial professionals may differ depending on the type of security product bought or sold on behalf of clients.

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

Yes. Visit <a href="https://www.investor.gov/CRS">https://www.investor.gov/CRS</a> for a free and simple search tool to research us and our financial professionals. For additional information about our brokers and services, visit <a href="https://brokercheck.finra.org/firm/summary/13660">https://brokercheck.finra.org/firm/summary/13660</a>, or our web site <a href="https://www.bradleywoods.com">www.bradleywoods.com</a>.

## **Conversation Starter**

## Ask your professional:

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

## **Additional Information**

You may find additional information about our brokerage services at our website, <a href="https://www.bradleywoods.com">www.bradleywoods.com</a>. Our current Relationship Summary is at https://www.bradleywoods.com. For up-to-date information and to request a copy of this Relationship Summary, please call (212) 826-9191. You may also request a copy of the Form CRS Relationship Summary by contacting your investment professional.

#### **Conversation Starter**

## Ask your professional:

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

Bradley Woods & Co. Ltd. 845 Third Avenue Suite 1703, New York, NY 10022 T: (212) 826-9191 info@bradleywoods.com