

Introduction

Carl M. Hennig, Inc. is registered as a broker-dealer and investment adviser registered with the U.S. Securities and Exchange Commission. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. There are free and simple tools you can use to research firms and financial professionals at <https://www.investor.gov/CRS> which also provides educational materials about broker-dealers and investing.

What investment services and advice can you provide me?

We offer brokerage services and investment advisory services to retail investors.

Brokerage Services. We buy and sell securities and provide custodial services for customers. We offer a variety of securities, such as stocks, bonds, exchange-traded funds (ETFs), mutual funds, fixed income securities, certificates of deposit (CDs), and municipal bonds. We do not offer proprietary products. We do not require a minimum investment to open an account, but eligibility requirements may apply to certain investment products we offer – including minimum investment requirements.

Advisory Services. We offer two advisory service packages. We can refer you to the investment programs and platforms of other, selected registered brokers/investment advisers as part of their wrap fee program – a program that provides brokerage and investment services for a single fee. Alternatively, we can provide investment advice to you directly. The products offered under each service package are different. In providing advice to clients directly, we offer recommendations to purchase or sell securities, or to transfer assets to a brokerage account, as appropriate. We also provide financial planning services, advice regarding retirement plans and accounts, portfolio reviews, and financial tools and investor education. As part of our standard service, we monitor and review client accounts and trades on a continuous basis. We do not offer discretionary accounts.

You make the ultimate decision regarding the purchase or sale of investments.

You may find further information at <https://adviserinfo.sec.gov/firm/summary/140>

Conversation Starters – ask your financial professional:

- *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. We charge a transaction-based fee up-front when you purchase or sell an investment or on an ongoing basis for as long as you hold the investment. These fees vary depending on the investment product you select and the size of your transaction. For certain products, such as some mutual funds, you will also pay sales charges that may vary based upon the amount invested and the duration that the investment is held. The fees will also vary based on the number of transactions you choose to make, which creates an incentive for us to encourage you to trade more often. You will also pay handling and processing fees on each securities transaction. If you are not part of a wrap fee program, you will also pay other fees, such as custodian and clearing fees charged by our clearing and custody partner, RBC Capital Markets, LLC.

Advisory Fees. We will not charge you a fee if we only refer you to the wrap fee program of a third-party registered broker/investment adviser. Instead, we receive a portion of the fees you pay to that broker/investment adviser. Asset-based fees associated with a wrap fee program will include most transaction costs and fees to a broker-dealer or bank that has custody of these assets, and therefore are higher than a typical asset-based advisory fee. If we provide you with investment advice directly, we will charge you an advisory fee on a quarterly basis, which fee is calculated based on the value of the assets in your account. The greater the value of assets in your advisory account, the more you will pay in fees, which creates an incentive for us to encourage you to increase the assets in your account.

Please make sure you understand what fees and costs you are paying. 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.

You may find further information at <https://adviserinfo.sec.gov/firm/summary/140>

Conversation Starter – ask your financial 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 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 conflicts 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 some examples to help you understand what this means.

We receive payments from third parties based on the purchase or sale of certain investments such as mutual funds or ETFs, which fees include ongoing payments (such as 12b-1 fees for mutual funds). We also receive revenue sharing payments from our clearing firm, RBC Capital Markets LLC, with respect to wrap fee programs in which our clients are enrolled. We also charge different fees and commissions based on the product you invest in, which creates an incentive to recommend more expensive products.

You may find further information at <https://adviserinfo.sec.gov/firm/summary/140>

Conversation Starter – ask your financial professional:

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

How do your financial professionals make money?

In general, our Registered Representatives receive salaries, transaction-based compensation, and/or compensation for the referral of business. In addition, Registered Representatives receive increased compensation based upon the amount of transaction-based revenue they have generated, providing a further incentive to effect more transactions. Our Registered Representatives' compensation is not based on the amount of client assets, the amount of time devoted to client service, the complexity required to meet a client's needs, the products they sell, or product sales commissions.

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

Yes, the firm and our financial Advisors have legal or disciplinary histories. Please visit investor.gov/CRS for a free and simple search tool to research us and our financial Advisors.

Conversation Starter – ask your financial professional:

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

Additional information

For additional information, please visit cmhennig.com, call 920.231.6630, or email sharenburg@cmhennig.com. For a copy of this disclosure, please call the telephone number above.

Conversation Starter – ask your financial professional:

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