

## **Doft & Co., Inc.**

### **Customer Relationship Summary (CRS) – Revised – May 2023**

#### **1) Introduction:**

Doft & Co., Inc is registered with the Securities and Exchange Commission (SEC) as a broker/dealer and is also a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC).

It's important for you, the client, to understand the difference between brokerage and investment advisory services and fees. An investment advisor manages your assets/portfolio for an asset based fee. As a broker/dealer, the designated registered representative handles your buying and selling of securities (stocks, bonds, options....) per your instructions (unsolicited) or provides you with recommendations (solicited).

Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker/dealers, investment advisors and investing.

#### **2) Relationships and Services:**

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

The Firm offers brokerage services, providing you, the client, the ability to buy and sell securities in your brokerage account; the Firm also offers recommendations with respect to certain announced mergers and acquisitions (M&A) transactions; advice and recommendations, are based on your objective, risk tolerance, liquidity needs, time horizon and other financial information you provide us. Ultimately, you, the client make the investment decision. The Firm offers a limited menu of products, mostly stocks, listed options and fixed income securities. The firm does not offer any proprietary or 3rd party products and does not engage in principal trading. We accept various types of accounts (cash, margin, IRA, profit/pension plan) and no account minimum is required to open an account. It is primarily your responsibility to monitor your account; however, the firm monitors, on a daily basis, clients' accounts that participate in M&A deals to ensure desired outcome. The firm is a non-clearing broker/dealer, clearing all its transactions through Pershing LLC. Client transactions are executed on an agency basis.

##### **Conversation Starters**

- 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?

**Note:** From the founding of the Firm in 1961 to June 2022, Alan Doft was the stock broker. Currently, Alan Doft is an outside Director.

#### **3) Fees, Costs, Conflicts and Standard of Conduct**

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

You will pay a commission and a service fee for every buy and sell order executed on your behalf. 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 investment over time. Please make sure you understand what fees and costs you are paying. You could be subjected to higher costs if the firm recommends several M & A deals and you participate in them; you will be charged a commission for each M & A deal you participate in.

For certain accounts, IRAs, Profit Sharing/Pension Plan, there is a nominal annual maintenance/custodial fee levied by Pershing, our clearing broker and the custodian of these accounts.

Conversation Starter

- Help me understand how these fees and cost 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?

**B. What are your legal obligations to me when providing recommendations? How else does your firm make money and what conflict 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 receive a commission on each M & A deal we recommend and you participate in; the more M & A deals we recommend and you participate in, the more commission we receive.

Conversation Starter

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

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

The broker (financial professional) receives an annual salary and a bonus; no additional compensation is paid on amount of commissions generated, trade volume or time required to meet a client's needs.

**4) Disciplinary History**

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

Yes. You may visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research the firm and its financial professionals. Additional information can be found at Finra BrokerCheck.

Conversation Starter

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

**5) Additional Information**

For additional information about our services, please contact your financial professional at 212-421-5550 .

**To request a copy of our current relationship summary, please contact us at 212-421-5550**

Conversation Starters

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