

# EMPIRE STATE FINANCIAL, INC.

Customer Relationship Summary

Form CRS

Updated April 20, 2023

## **Introduction**

EMPIRE STATE FINANCIAL, INC. (“ESF”) is a broker dealer registered with the Securities and Exchange Commission (“SEC”) and is a member of the Financial Industry Regulatory Authority (“FINRA”) and the Municipal Securities Rulemaking Board (“MSRB”). We are also a member of the Securities Investor Protection Corporation (“SIPC”). We are not a Registered Investment Adviser. Brokerage and investment advisory services and fees differ and it’s important for you to understand the differences. This Client Relationship Summary (“CRS”) provides details about our brokerage services, and other important information.

Free and simple tools are available to research firms and financial professionals at [www.Investor.gov/CRS](http://www.Investor.gov/CRS), which also provides educational materials about broker dealers, investment advisers, and investing.

## **Relationships and Services**

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

ESF offers brokerage services to retail and institutional investors. For the purpose of this Form CRS the information provided is for retail investors. Our services include, but are not limited to, buying, and selling securities, including Fixed Income Securities, Equities, options, Exchange traded funds (“ETFs”), Mutual Funds, Certificates of Deposits, and Private Placement of Securities. ESF does not hold customer funds or securities. ESF introduces all clients’ accounts to RBC Clearing & Custody (“RBC”), a division of RBC Capital Markets, LLC, Members of NYSE/FINRA/SIPC for trade processing and settlement. Investors may access their account online from a portal operated by RBC at <https://www.investor-connect.com> or they may contact a support team member at 1-800-933-9946.

We provide guidance related to investment products. You may select investments, or ESF may recommend investments for your account, but the ultimate investment decisions regarding what you buy, or sell are yours.

The firm does not have account minimum requirements but clients with margin accounts are advised at account opening and annually thereafter that these accounts may carry a greater risk and are subject to margin calls (request for additional funds when the investment loses value.)

ESF may from time to time, voluntarily, and without any written agreement with you, review the holdings in your account for the purpose of determining whether to provide you with a recommendation. This voluntary review is considered part of our standard services.

ESF services cover a specific selection of investments, and we do not offer every investment product available in the market. Please visit [www.esfi.com](http://www.esfi.com) for additional information regarding ESF’s products and services.

Our financial professionals are licensed with FINRA. For additional information about your financial professional please visit <https://brokercheck.finra.org>. None of these ensures expertise in a particular instance.

**Conversation Starters.** Ask your financial professional these questions to learn more:

- **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 are charged fees and costs on your transactions through ESF, In the form of:

**Commissions:** a charge assessed by ESF, generally based on the dollar value of the transaction, for handling purchases and sales of securities, a portion of which is paid to your financial professional.

**Clearing Charges:** a fee that the clearing firm charges for servicing the account including quarterly or annual account maintenance or custodial fee, ticket charge fee, mail, and handling fees. On certain of these fees, ESF adds an amount to the fee charged by the clearing firm (a “markup”.) You may also incur related fees or other transactional fees in mutual fund investments.

Private Placements: ESF will charge a transaction-based fee to the issuer (sometimes referred to as a (“placement fee”) when a private placement is closed. The total placement fee varies according to the particular investment and amount invested. We may or may not receive placement fees on the amount you invest. There may be an incentive to encourage you to invest more money into the issuer. The total placement fees will be disclosed in the offering materials, purchase agreement or other similar documents.

ESF fees vary. The amount you pay will depend, for example, on the dollar value of the investments, how much you buy or sell, the frequency with which you buy or sell, the type of investments you buy or sell, and what kind of account you have with ESF.

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 detailed information about the Firm’s fees and costs please contact Mr. Bryan Glass, CEO at 516-442-1883 or at [bglass@esfi.com](mailto:bglass@esfi.com).

**Conversation Starters.** Ask your financial professional these questions to learn more:

- **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 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:

A retail investor would be charged more when there are more trades in your account, and the firm may therefore have an incentive to encourage you to trade often. Our fees vary and are negotiable. The amount you will pay will depend, for example, on how much you buy or sell, what types of investments you buy or sell and what kind of account you have with us. Other additional fees may be charged to your account such as confirm and statement charges, and account inactivity fees.

**Conversation Starter.** Ask your financial professional this question to learn more:

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

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

Investment professionals are compensated monthly by receiving an agreed upon percentage of the sales commissions they generate in that particular month.

**Disciplinary History**

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

Yes. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation Starter.** Ask your financial professional this question to learn more:

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

**Additional Information**

For additional information about our services, visit our website at [www.esfi.com](http://www.esfi.com) or contact Mr. Bryan Glass, CEO at 516-442-1883 or at [bglass@esfi.com](mailto:bglass@esfi.com). If you would like additional, up-to-date information or a copy of this Form CRS please call 201-618-6814 and our compliance department will provide you with a copy.

**Conversation Starters.** Ask your financial professional these questions to learn more:

- **Who is the 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?**