

Nestlerode & Loy, Inc.
Form CRS Customer Relationship Summary – **Investment Advisory**
June 30, 2020

Introduction

Nestlerode & Loy, Inc. is dually registered as an Investment Advisor and as a Broker Dealer with the Securities and Exchange Commission (SEC) and with the Financial Industry Regulatory Authority (FINRA). Brokerage and Investment Advisory services and fees differ and it is important for you to understand these differences. This brochure highlights the Investment Advisory information. The Broker-Dealer brochure is available for your review. Free and simple tools are available to research firms and financial professionals at www.Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers and investing.

What investment services and advice can you provide me?

We offer investment advisory services and act in a Fiduciary capacity to retail investors including:

- We will discuss your investment goals and using the information you provide, design a strategy with regard to account types and rollover recommendations
- We regularly monitor your account; managing and allocating securities.
- We offer financial planning using sophisticated planning tools at no additional cost
- We will send you a quarterly performance report either by mail or email.
- We will have discretionary authority over your account which allows us to buy and sell investments in your account without asking you in advance.
- We do not offer any proprietary products and our investment selections are not materially limited
- Most Investment Advisory accounts are held at RBC CS
- Our opening account minimum is \$75,000 but may be lower for relatives of current clients. To maintain an account, a minimum balance of \$25,000 is required.
- We coordinate with your tax preparer and assist with wealth transfers

For additional information, please see Form ADV, Part 2A brochure Items 4 (Advisory Business), 8 (Methods of Analysis), 13 (Review of Accounts) and 16 (Investment Discretion), our Investment Management Agreement and our website at www.nestlerode.com for further disclosures.

Conversation Starters. Ask your financial professional—

Given my financial situation, should I choose an investment advisory service, brokerage service, or both? Why or why not? How will you choose investments for me?

What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

What fees will I pay?

Principal fees and costs:

- We will charge your account(s) every three months an on-going asset-based fee, based on the value of the cash and investments in your account(s). This fee reduces the value of your account and will be automatically deducted from your account.
- The more assets there are in your account, including cash, the more you will pay us. Your fee is based on your investment management contract.
- We do not charge additional markups and do not trade from our own account, known as principal trading.
- We do not participate in any soft dollar arrangements, wrap fee programs or revenue sharing programs. Any 12b-1 mutual fund payments made to an investment advisory program are rebated directly into your account.

Other fees and costs:

- You will pay a transaction fee of \$24.95 when we buy and sell an investment for you.
- RBC as custodian charges fees that are outlined in account documents and disclosures.

- Mutual funds and exchange traded funds may also charge internal management fees which are disclosed in the funds' prospectus.

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 additional information, please see Form ADV, Part 2A brochure Items 5 (Fees and Compensation) and 6 (Performance-Based Fees), our Disclosure page on our website at www.nestlerode.com, RBC account documents or www.investor-connect.com

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 acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?

When we 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 investment advice we provide you. Here are some examples to help you understand what this means.

- Because our firm receives asset-based fees, we have an incentive to increase the assets in your account in order to increase our fees. This includes rollover recommendations.
- Judy Loy and Daniel Nestlerode own the investment firm. This is a potential conflict as they earn money for the company by selling investments. They do not sell any proprietary products.
- Judy Loy holds a PA Insurance license. This presents a potential conflict as she would receive compensation for any insurance product sold.

For additional information, please see Form ADV, Part 2A brochure Items 10 (Other Financial Industry Activities and Affiliations) and 11 (Code of Ethics), our Disclosure page on our website at www.nestlerode.com and our Code of Ethics document

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?

- Our financial professionals make money from the asset-based fee deducted from your account. The amount paid to our firm and your financial professional generally does not vary based on the type of investments we select on your behalf.
- Because we receive asset-based fees, your adviser has a conflict of interest around making recommendations that would reduce the amount of billable assets being managed.
- Judy Loy does provide hourly consultation services to non-managed, individual clients.

Do your financial professionals have legal or disciplinary history?

No – Neither our firm nor our financial professionals have any legal or disciplinary events. Visit www.Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

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, up-to-date information or a copy of this disclosure, please call 814-238-6249 or visit our website at www.nestlerode.com

Conversation Starter. Ask your financial professional—

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?