

Nestlerode & Loy, Inc.
Form CRS Customer Relationship Summary – **Broker-Dealer**
November 24, 2020

Introduction

Nestlerode & Loy, Inc. is dually registered as a Broker-Dealer and Investment Advisor 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 Broker-Dealer information. The Investment Advisor 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 brokerage services to retail investors including:

- Buying and selling securities, mutual funds, insurance products.
- Retirement services, educational planning and building wealth.
- Traditional Brokerage provides recommendations for individual transactions and allows self-directed trades but does *not* include ongoing investment monitoring.
- Financial Planning is not included in the traditional brokerage relationship but is done at a discounted rate of \$100/hour (regularly \$250/hour or free to Investment Advisory clients)
- We do not offer discretionary authority on Traditional Brokerage accounts so all trades must be approved by you before entry. You make the ultimate decision on buys and sells for your account.
- We do not offer any proprietary products and our investment selections are not materially limited
- Brokerage accounts may be held at RBC CS or directly with the mutual fund company.
- There are no account minimums however some funds do have a minimum investment.

For additional information, please see our website at www.nestlerode.com for further disclosures or ask your Broker for a copy.

Conversation Starters. Ask your financial professional—

Given my financial situation, should I choose a brokerage service, investment advisory service or both? 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?

Principal fees and costs:

- You will pay a transaction fee (commission) when we buy and sell an investment for you. This is typically about 2% of the transaction and will not exceed 5.75% (usually for front-load mutual funds) You will be charged more when there are more trades in your account and, therefore, we have an incentive to encourage you to trade often.
- RBC charges \$2 and Nestlerode & Loy, Inc. charges \$3 on non-mutual fund transactions.
- RBC, as custodian, charges fees that are outlined in account documents and disclosures
- Mutual funds and exchange traded funds also charge internal management fees which are disclosed in the funds' prospectus, mutual funds may charge annual fees of \$10-\$25.

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 our Disclosure page on our website at

www.nestlerode.com, mutual fund prospectus and FINRA's website

https://tools.finra.org/fund_analyzer/

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 for a transaction, 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.

- Front Load mutual funds will charge a fee up to 5.75% of the invested assets. This may be a conflict as there may be lower cost shares available. We use our recommended mutual fund list with higher returns/lower fees. We do not use no load funds in a brokerage account.
- Third-party payments -when purchasing a CD, a new issue may pay a higher interest rate, but the bank may also pay a premium to us to sell it. This is a potential conflict because we may be paid more selling you a newly issued CD.
- Revenue sharing – both RBC and our firm share a portion of the interest revenue earned from cash holdings. Although this does not affect the amount of interest you earn, we will earn money on cash held in your account.
- 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 nor do they sell you investments from their account, called principal trading.

For additional information please see our Disclosure page on our website at www.nestlerode.com, RBC's investor website at www.investor-connect.com/, mutual fund prospectus and FINRA's website tools.finra.org/fund_analyzer/

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?

Any recommendation for you is based on information we have received about you including your risk tolerance, investment objectives and time horizon.

Nestlerode & Loy does not sponsor or participate in any type of sales contest or receive cash or non-cash compensation from any outside sources such as mutual fund companies or insurance companies, except as those described in the prospectus.

Broker Dealers receive compensation from commissions from transactions of securities, mutual funds and insurance products. This commission will be different for each product and the length of time held in your account. This is a potential conflict as we have an incentive to sell you the most expensive product or to make frequent trades in your account. If any additional financial planning is performed your expense is calculated and based on the time and complexity required.

Mutual funds: We are paid an up-front sales load at the time of purchase. We will receive additional compensation from the fund company when you hold their funds longer than one year through a 12b-1 payment. There is no charge to you when you sell a mutual fund.

Do your financial professionals have legal or disciplinary history?

No—our financial professionals, YES- our firm has had a disclosable event.

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?