



## Customer Relationship Summary (CRS)

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### Introduction

Coastal Equities, Inc., is registered with the Securities and Exchange Commission (SEC) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS)<sup>1</sup>, which also provides educational materials about broker-dealers, investment advisers, and investing.

#### Terms to know

- A **broker-dealer** is a firm that acts as an intermediary between buyers and sellers of securities for which they will usually receive a commission and may purchase or sell those securities in/out of their own account.
- An **investment adviser** is generally any person or group that provides investment advice or conducts securities analysis in exchange for a fee.

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

We offer full-service and self-directed brokerage services to retail investors, including buying and selling securities and offering securities recommendations. We do not provide account monitoring services. We do not act with discretion in brokerage accounts. You make the ultimate decision regarding the purchase or sale of investments.

We do not impose account value minimums, although our independent financial professionals may choose to do so.

**For additional information**, please see Coastal's Regulation Best Interest Disclosure<sup>2</sup> and your product prospectus.

#### Conversation Starters - ask your financial professional:

- 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?

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### What fees will I pay?

You will pay transaction-based fees for purchases or sales you decide to execute in your account, based on the product selection, brokerage service model, and account type. You will be charged more when there are more transactions in your account, therefore incentive exists for Coastal or your financial professional to encourage you to trade more frequently.

Some types of investments, such as mutual funds and variable annuities, incur ongoing operational expenses which are directly or indirectly passed on to you.

You will also pay fees for operational services provided through your account, such as custodial fees and account maintenance fees. These fees are charged at least annually and may be waived under certain conditions.

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 Coastal's Regulation Best Interest Disclosure<sup>2</sup>, Coastal's Customer Account Fee Schedule<sup>3</sup>, your account statements, confirmations, and investment documents and disclosures.

#### Conversation Starters – 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?

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## What are your legal obligations to me when providing recommendations? How else does the firm make money and what conflicts 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 affect the recommendations we provide you. Here are some examples to help you understand what this means:

- Third-Party payments may be based on sales of investment products thus incentivizing us to recommend you buy and sell investments.
- Revenue sharing, such as when we or our affiliate receives selling group compensation.
- Trail Compensation is ongoing compensation from product sponsors typically paid from the assets of an investment product based on an annual percentage of invested assets and varies by product. We therefore have an incentive to recommend products that pay higher “trails.”

**For additional information**, please see Coastal's Regulation Best Interest Disclosure Brochure<sup>2</sup> and your product prospectus.

### Conversation Starters – ask your financial professional:

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

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## How do your financial professionals make money?

Coastal's financial professionals are compensated based on a percentage of revenue generated from the sales of products and services to clients. This compensation varies by product, and financial professionals are therefore incentivized to recommend products that have higher fees and/or ongoing payments.

**For additional information**, please see Coastal's Regulation Best Interest Disclosure Brochure<sup>2</sup> and your product prospectus or private placement memorandum.

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

**Yes.** Visit [Investor.gov/CRS](https://www.investor.gov/CRS)<sup>1</sup> for a free and simple search tool to research us and our financial professionals.

### Conversation Starters – ask your financial professional:

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

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## Where can I find additional information?

For additional information about our services, please visit our website<sup>4</sup>. If you would like additional, up-to-date information or a copy of this disclosure, please call 888-657-5200.

### Conversation Starters – 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?

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## References

<sup>1</sup> <https://www.investor.gov/CRS>

<sup>2</sup> [https://coastal-one.com/wp-content/uploads/2022/06/2021\\_RegBI.pdf](https://coastal-one.com/wp-content/uploads/2022/06/2021_RegBI.pdf)

<sup>3</sup> <https://coastal-one.com/coastal-customer-account-fees>

<sup>4</sup> <https://coastal-one.com/>