

BALDWIN & CLARKE ADVISORY SERVICES, LLC
Form CRS Customer Relationship Summary
February 2021

INTRODUCTION

Baldwin & Clarke Advisory Services, LLC (“BCAS”) is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and Investment Advisory services, and their fees, differ—and it is important that you understand these differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, a website that also provides educational materials about broker-dealers, investment advisers and investing.

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE TO ME?

BCAS offers investment advisory services to Retail Investors. BCAS manages investment portfolios for individuals, families, businesses and charitable organizations, and provides advice and recommendations regarding portfolio design and asset selection. We monitor the market continuously. Separate account managers, funds and securities are regularly monitored, evaluated and benchmarked using several sources. We have established daily alert systems for material changes meeting specified criteria in clients’ accounts. BCAS also offers financial, estate and business planning services. BCAS accepts discretionary authority to manage securities accounts on behalf of clients. With respect to discretionary accounts, we have the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment policy that you have approved in writing. We do accept accounts that do not have discretionary authority. For those accounts, the Retail Investor makes the ultimate decision regarding the purchase or sale of investments. Trades can not be placed without a specific request made by the Retail Investor. We do not have minimum account size, but do have minimum fee requirements.

For additional information, please refer to our Form ADV, Part 2A brochure.

Conversation starters:

- Given my financial situation, should I choose an investment advisory service? Why or why not? What are the advantages and disadvantages?
- How will BCAS choose investments to recommend to me for my account?
- What is BCAS’s investment experience, including its licenses, education and other qualifications? What do those qualifications mean and how might they affect investment results?

WHAT FEES WILL I PAY?

BCAS charges an asset-based fee for investment management services. This means BCAS is paid based on a percentage of assets under management in your account. The more assets in your account, the more you will pay BCAS in fees. BCAS will therefore have an incentive to encourage you to increase the assets in your accounts. BCAS bills our clients quarterly, in arrears of services, based on the market value of your account at the end of a quarter. Fees are negotiable at our discretion. BCAS management fee is an annual maximum of 1% for equity or balanced account management, 0.65% for fixed income management and 0.25% for cash management. Fees are negotiable at the discretion of the President of BCAS. Financial Planning fees are a flat fee ranging from \$250 to \$25,000 depending on the complexity of the plan. The fee range is established at the beginning of the planning relationship.

There are other fees that will be charged on the transactions in your account or on your account balance. The custodians may charge transaction fees on purchases or sales of account assets. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security. Custodians may charge additional account-based fees pursuant to their relationship with the client.

The more assets you have under management, the higher your fees will be. You will pay fees and costs whether you make or lose money on your investments, realized or unrealized. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure that you understand what fees and costs you are paying.

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Conversation starter:

- 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?

OUR LEGAL OBLIGATIONS TO YOU WHEN ACTING AS AN INVESTMENT ADVISER, HOW BCAS MAKES MONEY, AND THE POTENTIAL FOR CONFLICTS OF INTEREST

When BCAS acts 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. The more assets in your account, the more you will pay BCAS in fees, therefore we have incentive to encourage you to increase the assets in your account. You should understand and ask us about these conflicts because they affect the recommendations we provide you.

We do not sell, or receive any undisclosed income from, proprietary products for client accounts. We receive no third-party payments, nor do we participate in revenue-sharing arrangements with the broker-dealers or banks through which we may custody your assets.

Conversation starter:

- How might your conflicts of interest affect me, and how will you address them?
- If I have directed you to construct a balanced account for me, do you charge more money for equity securities in the account, and therefore charge a higher fee to select equities?
- If I have unsupervised, unbilled assets in my account, does BCAS have an incentive to replace those assets with those on which BCAS will be paid an investment advisory fee?

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HOW DOES BCAS MAKE MONEY?

Because we are a fee-based investment advisory firm, we are compensated only on the fair market value of assets under our management. We also have negotiated fees for financial, estate and business planning services.

DO YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

None of our professionals has any legal or disciplinary history to disclose. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

Conversation starter:

- As a financial professional, do you have any disciplinary history?

ADDITIONAL INFORMATION

For additional information about our services, please review our Form ADV filings in their entirety. They can be requested by calling our home office at 603-668-4353, <https://baldwinclarke.com/documents-forms/> or emailing our office at: kristinc@bcasi.net

Conversation starter:

- 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?