

INTRODUCTION: USA FINANCIAL SECURITIES LLC

USA Financial Securities LLC is registered with the Securities and Exchange Commission (SEC) as both a broker-dealer and an investment adviser, 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, which also provides educational materials about broker-dealers, investment advisers, and investing.

What Investment Services and Advice can you provide me?

We offer both brokerage and investment advisory services to retail investors.

Brokerage

- Our brokerage services include buying and selling securities. If you open a brokerage account, you will pay us a transaction-based fee, generally referred to as a commission, every time you buy or sell an investment.
- You may select investments, or we may recommend investments for your account. You control the investment decision for the purchase or sale of investments within your account.
- We generally do not monitor your account or consider whether any additional recommendations may be appropriate unless you specifically request your financial professional to do so.
- While we have an extensive product offering comparable to most broker-dealers and RIAs, there are some product types or services we do not offer that other firms do. We do not limit your investment selection to proprietary products.
- Brokerage accounts are made available through a custodian, Pershing. Brokerage accounts through Pershing do not have a minimum account size. You may open accounts at other firms through USA, and those accounts may have minimum account sizes set by that firm, and may vary.
- When acting as your broker, we must act in your best interest and not place our interest ahead of yours when we recommend an investment or an investment strategy involving securities. When we provide any service to you, we must treat you fairly and comply with a number of specific obligations. Unless we agree otherwise, we are not required to monitor your portfolio or investments on an ongoing basis. Our interests can conflict with your interests. When we provide recommendations, we must eliminate these conflicts or tell you about them and, in some cases, reduce them.

Advisory

- We are held to a fiduciary standard that covers our entire investment advisor relationship with you. For example, we are required to monitor your portfolio, investment strategy and investments on an ongoing basis. If you open an advisory account, you will pay an on-going asset based fee for our services.
- Our Investment Adviser Representatives will offer you advice on a regular basis, and will discuss your investment goals, design strategies to help achieve those goals, and regularly monitor your account.
- You can choose an account that allows us to buy and sell investments in your account without asking you in advance (a "discretionary account") or we may give you advice and you decide what investments to buy and sell (a "non-discretionary account").
- While we have an extensive product offering comparable to most broker-dealers and RIAs, there are some product types or services we do not offer that other firms do. We do not limit your investment selection to proprietary products.
- You may choose an account where a Third Party Registered Investment Adviser is the primary manager of your investment strategy. We will still devote time to monitoring your account, but the third party money manager will focus on buying or selling of your specific investment strategy.
- We offer managed accounts through various firms. Each firm will set their own minimum account size and those may vary based upon the Third Party Registered Investment Adviser selected.
- We provide financial planning services. We help clients set and achieve long-term financial goals through investments, tax planning, asset allocation reviews, risk management analyses, retirement planning, and estate planning.

Generally, if you engage in frequent trading and transactions, or you want account monitoring, an advisory account is less expensive. If you do not engage in frequent trading or you do not want account monitoring, a brokerage account can be less expensive.

For additional information please see www.usafinancial.com/usaf-securities and our **Form ADV Part 2A Brochure Items 4., and 5., or part 2A, Appendix 1.**

Conversation Starters - Ask your financial professional:

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?

Transaction Based Fees

You will pay us a fee every time you buy or sell an investment. This fee is commonly called a commission and is based on the specific transaction and not on the value of your account. You will be charged more when there are more trades in your account, and therefore the firm may have an incentive to encourage you to trade often.

With stocks or exchange traded funds, this fee is usually a separate commission. With other investments, such as bonds, this fee might be part of the price you pay for the investment (called a "mark-up" or "mark down"). With mutual funds, this fee (typically called a "load") reduces the value of your investment.

Some investments, such as mutual funds and variable annuities, impose additional ongoing fees that will reduce the value of your investments over time. The additional fees you may pay will be based on the type of investment you make or account you open. Each firm you choose will have a list of their own various fees associated with that selection. Sometimes these fees include costs to perform account maintenance, or fees associated with a specific request (such as wired fund fees). Other times these fees will be associated with different risks taken on by the firm. For instance, if you were to purchase a variable annuity and add a rider to your policy, there would be an additional cost added because of that elective addition.

You will want to obtain a fee schedule from each company where you select investments for a specific breakdown and explanation of all charges.

A "surrender charge" is a type of sales charge you must pay if you sell or withdraw money from a variable annuity during the "surrender period"-a set period of time that typically lasts six to eight years after you purchase the annuity. Surrender charges will reduce the value of-and the return on-your investment.

Our fees vary and are negotiable. The amount you pay will depend, for example, on how much you buy or sell, what type of investment you buy or sell, and what kind of account you have with us.

Asset Based Fees

You will pay an on-going fee at the end of each quarter based on the value of the cash and investments in your advisory account. The amount paid to USA Financial and your financial professional does not vary based on the type of investments we select on your behalf.

The asset-based fee reduces the value of your account and will be deducted from your account. For some advisory services, called wrap fee programs, the asset-based fee will include most transaction costs and custody services, and as a result wrap fees are typically higher than non-wrap advisory fees. Our fees vary and may be negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account.

You will also pay fees to a broker-dealer or bank that will hold your assets called a custodial and administrative fee ("C&A Fee") under both pricing structures. However, the C&A Fee is less on a transaction-based pricing platform for the reasons described below. In addition to the C&A Fee, USA Financial Securities' advisers also charge a management fee. Under no circumstances will USA Financial's management fee exceed 2.7%.

For accounts that are not part of the wrap fee program, you will pay a transaction fee when we buy and sell an investment for you. Although transaction fees are usually included in the wrap fee program, sometimes you will pay an additional transaction fee (for investments bought and sold outside the wrap fee program). Paying for a wrap fee program could cost more than separately paying for advice and for transactions if there are infrequent trades in your account. An asset-based fee may cost more than a transaction-based fee, but you may prefer an asset-based fee if you want continuing advice or want someone to make investment decisions for you. You may prefer a wrap fee program if you prefer the certainty of a quarterly fee regardless of the number of transactions you have.

The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee quarterly even if you do not buy or sell.

Your financial professional may charge a comprehensive planning fee. Financial planning is a comprehensive engagement process whereby your financial adviser analyzes your entire investment portfolio in conjunction with your objectives, risk tolerance and other relevant factors to determine an investment plan. Financial planning fees may be charged in addition to commissions or asset under management fees.

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 www.usafinancial.com/usaf-securities and our **Form ADV Part 2A Brochure, Items 5.**

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?

What are your legal obligations to me when providing recommendations as my broker dealer, or when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we provide you with a recommendation as your broker-dealer or 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 interest. You should understand and ask us about these conflicts because they can affect the recommendations and investment advice we provide. Here are some examples of what this means.

Examples of Ways We Make Money and Conflicts of Interest

Each time your financial professional buys or sells a security on the Pershing platform, we share in the commissions you pay on the transactions executed through Pershing. We also receive revenue from Pershing based on the types of transactions recommended and investments held in your account, including cash held in Pershing's Cash Sweep Vehicles.

USA Financial will earn higher fees, compensation, and other benefits when you invest in a product that we or one of our affiliates advise, manage, or sponsor, such as an advisory account with our affiliated money managers USA Financial Formulas or our affiliated TAMP USA Financial Exchange. In addition, we offer a proprietary Portformulas trading models in our Pershing accounts. As such, we have an incentive to recommend or to invest your assets in those products over third-party products.

USA Financial also receives payments from third party product sponsors and managers or their affiliates when we recommend or sell certain products. This includes 12b-1 fees (only on brokerage accounts), marketing fees, servicing fees, distribution fees, cash-sweep revenue (only on brokerage accounts), and other trail compensation. As such, we have an incentive to recommend or to invest your assets in products of third parties that pay us over products of third parties that do not pay us, or pay us less.

Some managers and product sponsors, including our affiliated advisors, USA Financial Formulas and USA Financial Exchange, share the revenue they earn when you invest in certain of their investment products with us as the referring investment adviser. As such, we have an incentive to recommend or to invest your assets in products of sponsors and managers that share their revenue with us, over other products of sponsors or managers that do not share their revenue, or who share less.

INCENTIVE COMPENSATION - USA Financial Securities shares common ownership with those entities mentioned above in Item 10. USA Financial Securities permits representatives to receive incentive compensation based upon production thresholds with these various affiliates. This compensation provides an incentive for a representative to recommend an account with USA Financial Exchange or a fixed indexed annuity offered through their affiliation with USA Financial Insurance in order to achieve the thresholds for incentive compensation. Investors should inquire with their representative if there is additional compensation tied to the recommendation if they are concerned about the conflict of interest this presents.

RECRUITING AND TRANSITION ASSISTANCE - To support the transition of certain investment adviser representatives joining our Firm from other advisory firms, we may provide financial assistance and other benefits. These transition assistance arrangements are designed to help offset the costs and potential lost revenue associated with establishing their practice within our organization. Such assistance may include, but is not limited to, funding for working capital, repayment of outstanding obligations to the representative's prior firm, technology setup, marketing and mailing expenses, licensing and registration fees, relocation costs, office space, and staffing support.

The amount and structure of transition assistance typically correlate with the size and scope of the representative's prior business. Assistance is generally provided in the form of forgivable loans, with forgiveness contingent upon continued affiliation with the Firm over a specified period, and placement of client assets in affiliate-owned platforms.

These arrangements create a potential conflict of interest, as the financial professional may have an incentive to recommend that clients open and maintain accounts with the Firm to fulfill the terms of the assistance agreement and avoid repayment. We address these conflicts through disclosure and supervision designed to ensure that recommendations are made in the best interest of the client.

Additionally, USA Financial Securities determines compensation schedules for affiliated representatives. Representatives' compensation schedules are negotiable and may be adjusted based upon a number of factors including the type of recommendation that is made. This presents a conflict of interest as a representative may make a recommendation that is influenced by the higher compensation schedule tied to certain types of recommendations.

USA Financial Securities individually reviews each application for both fixed indexed annuities and accounts opened with USA Financial Exchange as a part of its regular business practices. This individual review of each recommendation mitigates the conflict of interest that an incentive compensation arrangement presents.

We do not engage in principal transactions. We will continue to identify conflicts and, where appropriate, material limitations placed on the investment product or strategy and any conflicts associated with such limitations and make necessary disclosures as required by our conflicts of interest policy.

For advisory services, more information regarding our conflicts of interest can be found in our Form ADV Part 2 Firm Brochure which is available by request, or online at <https://adviserinfo.sec.gov/>.

Conversation Starters - 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?

On brokerage accounts, our financial professionals are paid a commission. On advisory accounts, they are paid an asset-based fee.

Your financial professional's compensation is based on a variety of factors, that include the amount of assets serviced, the products or programs offered, the complexity of your needs, and the time required to service your accounts or financial plan. We do not use compensation structure or thresholds that permit your financial professional to increase their compensation by selling specific products.

Compensation is based on the amount of assets you invest, the share class you select, and the product type you choose. When your financial professional acts as a broker, she is paid a commission. When your financial professional acts as an investment adviser representative of the firm, he or she is paid a percentage that is based upon the value of the assets in your account. In addition, your financial professional may earn fees for financial planning services.

In some circumstances, your financial professional has the opportunity to receive "noncash compensation" in the form of travel-related costs for educational conferences and due diligence meetings from investment companies, direct participation program sponsors, or issuers of variable insurance. This creates a conflict of interest because it provides a financial incentive to recommend invest products that offer this form of additional compensation over those that do not.

For additional information, please see www.usafinancial.com/usaf-securities and our **Brochure Item 4 and 5**.

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

Yes. You can find the order here: (<https://www.sec.gov/litigation/admin/2021/34-92553.pdf>).

Some of our financial professionals also have legal or disciplinary histories. Visit Investor.gov/CRS 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?

Additional Information

For additional information see our website <http://www.usafinancial.com/usaf-securities>, or our **Brochure** and any individual brochure supplement your representative provides.

Your primary contact regarding your USA Financial Securities account is your investment adviser representative. If you have any questions or want another copy of this Client Relationship Summary. You may reach our Chief Compliance Officer, Dawn Thomason, at (888) 444-0125 or email at compliance@usafinancial.com and we will promptly address your concerns.

Conversation Starters - Ask your financial professional:

- Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer? Who can I talk to if I have concerns about how this person is treating me?

[Balance of page intentionally left blank]