

June 24, 2020

# Customer Relationship Summary

Sherman & Company, LLC

Form CRS

---

Sherman & Company, LLC (“Firm”, “Sherman”, “us”, “we”) is registered with the Securities and Exchange Commission (“SEC”) as a broker-dealer and is also a member of FINRA. Brokerage and investment advisory services and fees differ, and it is important for the retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

All recommendations regarding your investments will be made in a broker-dealer capacity.

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

**When considering our services, 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?

We offer private placements to specific retail clients. We do not offer all types of securities, but limit investment recommendations to private placements. Other security products or brokerage services may be more suitable for you.

It is your responsibility to monitor your investments and we encourage you to do so regularly. We do not commit to provide on-going monitoring of your investment. If you prefer on-going monitoring of your investments, you should speak with a financial advisor about whether an advisory services relationship is more appropriate for you. When we make a recommendation, you make the ultimate decision regarding the purchase or sale of investments. You may accept or reject any recommendation we make. Private placements generally carry a minimum investment of \$100,000, which may be waived. Specific information about investment minimums can be found in the private placement memorandum (PPM) or other offering documents.

Additional information about our services is available in our Regulatory BI Disclosure Brochure and on our website at [sherman-company.com](http://sherman-company.com).

## What fees will I pay?

**When considering our services, 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?

We receive direct compensation as negotiated in our engagement agreement. You will be charged each time you make an investment, and we, therefore, have an incentive to encourage you to make additional purchases.

You will pay commissions whether you make or lose money on your investments. Commissions 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.

Additional information about commissions is available in our Regulatory Best Interest Disclosure Document and in the PPM.

## What are your legal obligations to me when providing recommendations as my broker-dealer? How else does the firm make money and what conflicts of interest do you have?

When considering our services, ask our financial professional:

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

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 can affect the recommendations and investment advice we provide you. Here is an example to help you understand what this means.

Our conflicts of interest are typically the result of compensation structures and other financial arrangements between us, our Registered Representatives, our clients and third parties. Securities rules allow for us, our Registered Representatives, and our affiliates to earn compensation when we provide brokerage services to you. However, the compensation that we and our Registered Representatives receive from you varies based upon the product or service you purchase, which creates a financial incentive to recommend investment products and services that generate greater compensation.

Additional information about our conflicts of interest is available in our Regulatory BI Disclosure Brochure.

### How do your financial professionals make money?

Registered Representatives are compensated with a base salary plus a portion of revenue generated from sales of products and services to clients. Private placements carry higher fees than other types of securities. Therefore, Registered Representatives are incentivized to recommend these products over other brokerage products. We maintain policies and procedures designed to ensure that recommendations are in your best interest.

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

When considering our services, ask your financial professional:

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

Yes, visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

### Additional Information

When considering our services, ask your financial professional:

- Who is my primary contact person?
- Is she or he 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?

Additional information, including our most recent Relationship Summary, is available at [sherman-company.com](http://sherman-company.com) or you can call your Registered Representative at (704) 943-2600 to request up-to-date information and a copy of the Relationship Summary.