

# First Financial Securities of America, Inc.

## Customer Relationship Summary

### August 23, 2021

#### Broker-Dealer Services

First Financial Securities of America, Inc. ("FFS", "we", "our") is a broker-dealer registered with the SEC. Brokerage services and investment advisory services and fee differ, and it is important to you, the retail investor, to understand the differences. FFS is a member of FINRA.

Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

Depending on the investments available through your employer's retirement plan, we offer brokerage services to retail investors that are primarily related to the sale of variable annuities and mutual funds selected and approved by your employer's benefits department.

- We do not offer recommendations to retail investors or monitor investments outside of normal record keeping.
- All services provided are non-discretionary, meaning you are responsible for any decision to buy, sell, or hold any investments.
- Available mutual funds and variable annuities are limited to those mutual funds managed by fund companies and those variable annuities offered by insurance companies with which we have a selling agreement which have been selected by your employer's benefits department for inclusion in your employer-sponsored retirement plan.
- We do not have a minimum requirement to open or maintain an account, except those required by the sponsors of the products offered.

#### Conversation starters to ask your financial professional:

*"Given my financial situation, should I open a brokerage service account? Why or why not?"*

*"How are the investments available to me selected?"*

*"What is your relevant experience—including your licenses, education, and other qualifications? What do these qualifications mean?"*

#### What fees will I pay?

We do not charge for our brokerage services. The most common fees and costs related to products offered may include management fees and expenses charged by the investment product investment advisor, distributor or sponsor of the product in which you are invested. Some of these fees may be shared, as described below in "Third Party Payments and Revenue Sharing." With respect to variable annuities, you pay product level fees directly to the issuing insurance company, the amount of which depends on the annuity type and features you select, as described in the product prospectus and in your annuity contract. The investment advisors responsible for managing mutual funds impose

certain fees that are charged directly to fund assets, including fees to manage those assets, as described in the mutual fund prospectus. You may also pay other mutual fund product-level fees, including sales charges, ongoing distribution charges (12b-1 fees) and other operational expenses. Mutual fund product-level fees you incur may vary depending on several factors, including the size of the purchase, share class purchased and the fund's breakpoint schedule, discounts or waivers, and the fund's asset class.

Please refer to your product prospectus for more detailed information.

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.

### **Conversation starter to 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?**

We **do not** provide recommendations. 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 services we provide you. Here are some examples to help you understand what this means:

**Third Party Payments and Revenue Sharing:** We receive compensation from third parties related to the investments you make in mutual funds and annuities. The sponsors of the fixed and variable annuities, and mutual funds that we offer pay FFS a commission for selling their products. Additional compensation we receive includes our participation in ongoing distribution charges (such as 12b-1 fees or trail payments). Under selling agreements with the insurance company, we receive compensation in the form of sales commissions from the insurance company and trailing payments. The commissions are not an upfront sales charge and do not reduce your initial investment. Additionally, FFS participates in the mutual fund company's 12b-1 fees that certain mutual fund companies charge you and pay us.

**Proprietary Products:** We (or our affiliates) will also earn higher fees and compensation if you choose to participate in an investment management program/invest in an investment product that is advised, sponsored or managed by us, in our capacity as a state-registered investment advisor, or one of our affiliates.

The products we offer are limited to those mutual funds managed by fund companies and those variable annuities offered by insurance companies with which we have a selling agreement and which have been selected and approved by your employer's benefits department for inclusion in your employer-sponsored retirement plan. The sponsors of the products we offer compensate us for offering their products. This creates a conflict of interest in that we are compensated to offer you these limited products and are unable to offer you any other product that may better suit your needs. Please note that FFS registered representatives are not employed by your employer and do not make recommendations.

### **How do your financial professionals make money?**

Our registered representatives are paid a base salary to serve existing customers and solicit new

customers. They also receive a commission based on the products that they sell. This creates a conflict because our registered representatives can earn more commissions when you purchase more securities or make premium increases. We will not, however, encourage you to purchase more securities or make premium increases because we do not make recommendations to retail customers.

**Conversation Starter to ask your financial professional:**

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

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

No. Please visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation starter to ask your financial professional:**

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

**Additional Information**

No action is required, however, you can get additional information or request a copy of our Customer Relationship Summary by contacting us at [www.ffga.com](http://www.ffga.com) or 800-523-8422 option #2.

**Conversation starter to 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?"*

