

Glendale Securities, Inc.

Form CRS Customer Relationship Summary (Effective as of February 5, 2025)

Introduction	<p>Glendale Securities, Inc. (GSI, we, our or us) is a broker-dealer registered with the U.S. Securities and Exchange Commission ("SEC"). We are also a member of The Financial Industry Regulatory Authority, Inc. ("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. It is important for you to understand our services, fees, costs, conflicts of interest, standard of conduct, disciplinary history, and the disciplinary histories of our financial professionals. 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.</p>
What investment services and advice can you provide me?	<p>We offer self-directed brokerage services to retail investors, including buying and selling equity securities. We do not offer recommendations to retail customers. In addition to equities, we offer a limited selection of investment services including corporate and municipal bonds, US Treasuries, mutual funds, and exchange-traded funds. Contact us to discuss if our services meet your investment needs: https://glendalesecurities.com/contact/</p> <p><u>Account Monitoring / Investment Authority:</u> We do not monitor your investments on an ongoing basis other than for compliance/regulatory purposes. We do not offer discretionary account services but may have time and price discretion over transactions if authorization is granted by you prior to order placement. You make the ultimate decision regarding the purchase or sale of your investments.</p> <p><u>Limited Investment Offering:</u> We offer access to many publicly traded securities. We do not currently provide access to private offerings, proprietary products, or options transactions.</p> <p><u>Account Minimums:</u> We have no account funding minimums or investment minimums for our clients.</p> <p>We are an introducing broker-dealer. Our clearing firm, Wilson-Davis & Co., Inc. ("WDCO"), will hold custody of your funds and securities. WDCO will clear and settle your trades; prepare and distribute your account statements and trade confirmations.</p> <p>You may find additional information at https://glendalesecurities.com.</p> <p>Conversation Starters: <i>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?</i></p>
What fees will I pay?	<p><u>Brokerage Account Commission Fees:</u> Your broker will negotiate transaction-based commissions with you. Transaction-based commissions can add up if there are many transactions in your account or if the commissions charged are higher. The potential for conflict arises when you are paying more commissions by executing more trades, resulting in an incentive for us or your broker to encourage frequent trading.</p> <p><u>Other Fees & Costs:</u> In addition to the commission fees, we also typically charge other costs and trade fees on transactions in your account and for services we provide to your account. These include maintenance fees, charges for executing trades, exchange fees, clearing fees, and other fees. Some investment products (such as mutual funds, and exchange-traded funds) may charge additional fees that will reduce the value of your investment over time.</p> <p>For additional information about fees and costs, please refer to https://glendalesecurities.com/fees/ and review our fee schedule. Fees may change without notice and any changes will be reflected in our fee schedule posted online.</p> <p>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. The trade confirmations we send to you will show the actual transaction costs and fees charged to you.</p> <p>Conversation Starters: <i>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?</i></p>
What are your legal obligations to me when providing recommendations?	<p>We do not provide recommendations. We make money in a way that creates conflicts with your interests. You should understand and ask us about these conflicts because they can affect the services we provide to you.</p> <p>Here are some examples to help you understand what this means:</p>

<p>How else does your firm make money and what conflicts of interest do you have?</p>	<p><u>Examples of ways we make money that conflicts with your interest:</u> We are paid a transaction-based commission for each investment. This transaction-based commission is a percentage of the amount you invest. Therefore, we have an incentive for you to invest more.</p> <p>We engage in market-making and proprietary trading that may be related to transactions conducted on behalf of our retail customers. This may represent a conflict of interest between us and our retail investor customers.</p> <p>We sometimes act as a principal on certain trades, meaning that we may buy or sell securities to you from our own account. We do not take a commission on these trades, but we do earn money by assessing a mark-up or a mark-down. Buying and selling securities to customers on our behalf is a conflict because it can create an incentive for us to encourage customers to buy securities for our own gain.</p> <p>We refer our clients to other unaffiliated registered entities for services we cannot provide. These unaffiliated firms charge fees and commissions of which we receive a portion. Potential conflicts may arise if we refer services for the purpose of generating revenue. We will disclose these types of revenue sharing agreements to you prior to allowing you to transact in any purchase or sale that may be affected by a revenue sharing agreement.</p> <p>We do not receive payment for order flow from market centers to which we route orders, but we may incur fees or receive rebates for orders executed on specific equities exchanges (such as NYSE ARCA). Rebates are generally for limit orders required to be displayed on exchange per the SEC Limit Order Display Rule but may also include marketable orders executed on certain exchanges. Fees and rebates are set by exchange rules. Visit exchange websites directly for detailed price lists. We have an incentive to route orders to market centers that pay or rebate us for such orders, subject to our best execution requirements.</p> <p>We offer sweep account options, in which the excess cash balances of your securities account are swept into an interest paying account daily. The sweep programs are offered by non-affiliated banks and broker-dealers who keep a portion of the interest earned in the account. The sponsors of these programs share a portion of that revenue with our clearing firm, WDCO, which can create a potential conflict. Specific information about this program can be found in your account agreement.</p> <p>Conversation Starters: <i>Ask your financial professional— How might your conflicts of interest affect me, and how will you address them?</i></p> <p>You should understand and ask us about these conflicts. You may find further information at https://glendalesecurities.com/business-with-glendale/</p>
<p>How do your financial professionals make money?</p>	<p>We pay our financial professionals who service retail accounts a portion of the transaction-based commissions generated by the transactions they facilitate. We collect the commissions you pay and pay a portion to your broker. This transaction-based fee is a percentage of the amount you invest. Therefore, our financial professionals have an incentive for you to invest more. Your brokers may receive a higher payout if the commissions they earn in a given period reach a certain threshold. <i>This conflict is important for you to understand because you broker may attempt to generate more commissions to obtain higher payout thresholds.</i></p>
<p>Do you or your financial professionals have legal or disciplinary history?</p>	<p>Yes. We and our financial professionals have legal and disciplinary histories. Visit https://www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals. You can also find additional information about us and our financial professionals at https://brokercheck.finra.org; Our CRD number is 123649.</p> <p>Conversation Starters: <i>Ask your financial professional— As a financial professional, do you have any disciplinary history? For what type of conduct?</i></p>
<p>Additional Information</p>	<p>You may find additional information at https://glendalesecurities.com/ You may request a copy of the Form CRS Relationship Summary by contacting your registered representative. You may also call (818) 907-1505 for a copy or to request up-to-date information.</p> <p>Conversation Starters: <i>Ask your financial professional— Who is my primary contact person? Is he/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?</i></p>

Summary of Material Changes to Glendale Securities, Inc. Form CRS

Our Form CRS dated as of February 5, 2025 has been updated as follows:

- i) To more clearly inform you of our policies regarding payment for order flow from which we route your order for execution and our policies for determining where to route your orders.

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