

Glendale Securities, Inc.

Form CRS Customer Relationship Summary (Effective as of June 30, 2020)

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 securities. We engage in market-making and proprietary trading that may or may not 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. We offer a selection of investment options including equities, corporate and municipal bonds, US Treasuries, mutual funds, and exchange-traded funds.</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, options transactions or margin lending.</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 http://www.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.</p> <p>For additional information about fees and costs, please refer to www.glendalesecurities.com and review our fee schedule. Fees may change without notice and any changes will be reflected in our fee schedule posted online. Additionally, 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>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>

<p>What are your legal obligations to me when providing recommendations?</p>	<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. Additionally, we compensate our financial professionals through the commissions they earn. We collect the commissions you pay and pay a portion to your broker. Your brokers may receive a higher payout if the commissions they earn in a given period reach a certain threshold. This conflict is important because you broker may attempt to generate more commissions to obtain higher payout thresholds.</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 its 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 engage in revenue sharing agreements with other unaffiliated registered entities for services we cannot provide our clients. We receive a portion of revenue from these unaffiliated firms when referring our clients to them. 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 receive rebates from some market centers to which we route orders. We mitigate this conflict of interest by selecting market centers based first on the benefit to you rather than to us.</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://www.sec.gov/tm/faq-regulation-best-interest</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. This transaction-based fee is a percentage of the amount you invest. Therefore, our financial professionals have an incentive for you to invest more.</p>
<p>Do your financial professionals have legal or disciplinary history?</p>	<p>Yes. We and our financial professionals have legal and disciplinary histories. Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.</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 www.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>