

PLACE TRADE FINANCIAL, INC.

Form CRS Customer Relationship Summary (Effective as of September 30, 2024)

Introduction: Place Trade Financial, Inc. (PTF, we, our or us) is registered with the U.S. Securities and Exchange Commission (SEC) as a broker-dealer, a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). Brokerages, services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research all firms and their financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisors and investing.

What investment services and advice can you provide me? PTF acts in a broker-dealer capacity. We offer both online trading and discounted full-service brokerage services to retail investors.

Description of Online Trading Services:

- PT is an online broker that provides self-directed trade executions and the ability to buy and sell investment products including stocks, options, ETFs, bonds, mutual funds and other securities in a brokerage account.
- PTF does not offer proprietary products.
- PTF does not make recommendations on individual securities, account types or pricing plans for online trading clients. *All online trading at PT is directed by you or your self-selected independent advisor.*
- PT does not manage or monitor the performance of your online account for purposes of recommending changes in investments or make recommendations as to whether you should buy, sell or hold investment products. We do provide tools to assist you with monitoring your own account. We do monitor your account for other purposes such as compliance and to ensure that your account does not present undue risk to PT.
- You may choose to work with a full service financial professional who may be available via retail branch office and/or phone to service you. (Full service rates apply.)
- In general, there are no account minimums or other requirements to open or maintain a brokerage account with us. However, we may close accounts that are unfunded or dormant. Specific products and services, for example the Stock Yield Enhancement Program, have minimum equity or other requirements.
- Our fixed income team may assist you with specific fixed income securities, instruments or investment strategies (e.g., bond ladders. Our retirement planning team may assist you with your individual and business retirement accounts and rollovers). Learn more about 401(k) to IRA rollovers [here](#) and business Qualified Plans [here](#).

Full-service Brokerage Accounts:

Wealth Management, Financial planning and investment advice are available through our full-service brokerage. These services are nondiscretionary and you will make the ultimate decisions for your account. Before clients/prospects begin working with a full-service financial professional they will provide answers to a Client Questionnaire (separate from the brokerage account application) regarding their investment goals, risk tolerance, specific financial needs and short, medium as well as other factors and planning objectives. Full-service clients will be assigned to a specific financial professional/team who will work with you and directly as well as in your best interest.

For more details on services offered by PT, please see placetrade.com/products or contact us [at \(919\)719-7200](tel:9197197200). Please see our Regulation Best Interest Disclosures and the links below as the SEC limits the length of this form to two pages:

- [Why Place Trade](#)
- [Rollovers](#)
- [Fixed Income](#)
- [Form CRS](#)

Responses to the questions in each Conversation Starter are available [here](#):

Conversation Starters (Questions to ask your financial professional)

Given my financial situation, should I choose a brokerage service? Should I choose both an online or a full-service account? 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? *Commissions and fees are based on the trading you conduct and the services that you choose.*

- **Commissions:** Commissions are transaction-based fees charged by brokers. PT offers transparent, fixed and tiered (e.g., options) commission pricing plans. Commissions charged will vary depending on the pricing plan that you choose and the product(s) you trade.
- **Exchange, Regulatory and Clearing Fees:** Exchanges, clearing houses and regulators may charge PT fees. These fees may be charged to your account in addition to commissions depending on the products you trade.

- **Account Maintenance Fees:** Some PT accounts may be charged a monthly account maintenance fee by our clearing firm if the account does not maintain a minimum average equity within a calendar month or does not generate a minimum commission amount within a calendar month.

Exchange/Regulatory/Clearing fees charged to you may be greater than the corresponding fees paid by our clearing firm (who may receive aggregate volume discounts that are not passed on to you or to PT).

- **Subscription Service Fees:** PT offers you access to third-party research, real-time streaming market data and other subscription services. If you elect to subscribe to any of these services, you will be charged for the cost to PT.
- **Interest and Financing Costs:** PT may offer you financing, including allowing you to borrow on margin or to borrow stock for purposes of short selling. These services have corresponding costs, which are charged to your account in the form of margin loan interest and stock borrow fees.
- **Payments for third-party services:** PT receives compensation from third-parties including compensation from some investment companies in connection with purchases and holdings of mutual fund shares. Such compensation includes but is not limited to Rule 12b-1 fees paid out of the funds' assets. However, PT does not solicit, recommend specific funds or any other products to online trading clients.
- The above list of common fees and costs is not all-inclusive. Please visit placetrade.com or call us at (919)719-7200 for complete details.

Conversation Starter:

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? PT makes money by charging commissions on your self-directed trading, as well as charging interest on financing and may receive interest on uninvested cash in your account. PT does not make recommendations to online trading clients. When we provide full-service clients with recommendations as your broker-dealer, we act in your best interest and we do not put our interest ahead of yours. 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 which we provide to you.

PT's potential conflicts of interest are significantly reduced as compared to other national brokers as we:

> **do not** conduct a proprietary trading business and we **do not** trade against customer accounts and

> **do not** receive payment for order flow

We execute individual client orders *based first on the benefit to the client rather than to PT*, subject to the client's instructions. Please see the Order Routing and Payment for Order Flow Disclosure for details. Please view our long Form CRS to see how PT further mitigates the potential for conflicts.

Conversation Starter:

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

How do your financial professionals make money? PT staff are compensated by salary and merit-based bonuses. PT staff are **not** compensated based on commissions or fees, performance of your accounts, the amount of your assets they service, the products that you buy or sell, or revenue earned from services chosen by you.

Do you or your financial professionals have legal or disciplinary history? Yes. For free and simple tools to research our firm and your representative, please visit Investor.gov/CRS. You may visit brokercheck.finra.org to research our record as well as any other broker dealer.

Conversation Starter:

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

Additional Information

- You can find additional details about PT and our brokerage services at PlaceTrade.com. To request up-to-date information or a copy of this Customer Relationship Summary, use the contact information provided at placetrade.com or call Client Services at (919) 719-7200.
- PT does not assign registered representatives to manage online trading client accounts. A PT registered representative is employed by PT, which is a broker-dealer and not an investment advisor. If you have any concerns regarding the service that you receive, you can contact us at (919) 719-7200.

Conversation Starters:

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?