

January 3, 2024

## Customer Relationship Summary

Helping you make an informed decision

Form CRS

### Introduction

IUR Securities, LLC (“IURS”) is registered with the Securities and Exchange Commission as a broker-dealer (“BD”). IUR Capital LLC (“IURC”) is registered with the Securities and Exchange Commission as a Registered Investment Adviser (“RIA”).

IURS is a FINRA Member Firm (Firm CRD 299039) and a member of the Securities and Investment Protection Corporation (SIPC).

Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences.

Free and simple tools are available for you to use at <https://www.investor.gov/CRS>, a website maintained by the SEC. These tools can provide you with educational materials about broker-dealers, investment advisers, and investing.

This relationship summary provides information that helps you make an informed decision about whether or not to invest with us and will answer the following questions:

- What investment services and advice can you provide me?
- What fees will I pay?
- What are your legal obligations to me when providing recommendations as my broker-dealer, or when acting as my investment adviser? How else does the firm make money and what conflicts of interest do you have?
- How do your financial professionals make money?
- Do you or your financial professionals have legal or disciplinary history?
- Where can I find additional information?

### Terms to know

- A broker-dealer is a firm that acts as an intermediary between buyers and sellers of securities for which they will usually receive a commission and may purchase or sell those securities in/out of their own account.
- An investment adviser is generally any person or group that provides investment advice or conducts securities analysis in exchange for a fee.

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

IURS offers brokerage services and a trading platform available to retail and institutional investors.

IURC offers investment advisory services, to retail and institutional investors, which includes investment advisory accounts.

Additional detailed information about the services of IURS is available on the website [iursecurities.com](http://iursecurities.com). More information on IURC is available through Form ADV Part 2 Investment Adviser Brochure. To request a copy, please email [info@iurcapital.com](mailto:info@iurcapital.com).

### Brokerage Services ■

The principal brokerage services of IURS includes buying and selling securities, listed options and bonds, on a non-discretionary basis.

Investment advisory services of IURC includes advising on listed equity and equity option markets, fixed income and commodities (excluding commodity futures and options).

### Conversation corner

Questions you might wish to ask when considering our services:

- Given my financial situation, should I choose a brokerage service? Why or why not?
- What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?

## What fees will I pay?

The fees and costs associated with IURS and IURC differ. Brokerage services provided by IURS include transaction-based commissions and interest, while the fees associated with IURC are investment advisory fees, including annual management fees and performance fees.

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.

## Brokerage Services Fees ■

The principal fees and costs you will incur for brokerage services provided by IURS are commissions on buy and sell trades you execute in your account. In addition, there are fees for certain activities (i.e., wire transfers, IRA annual fees, etc.) as disclosed in your account opening paperwork. For more information on these costs, please contact IURS via their website [iursecurities.com](http://iursecurities.com).

You should be aware that IURS as a broker-dealer has an apparent and actual conflict of interest in that where customers trade more frequently, this results in greater transactions and subsequently increased commission-based revenue generated from the customer account.

## Investment Advisory Services ■

IURC operates a fee-only advisor model for investment advisory clients. This includes annual management fees and, where applicable, a performance fee based on capital gains in a client account. The annual management is a percentage of the total account value and is tiered based on account size. Larger accounts have lower annual management fees while smaller accounts have higher annual management fees. Management fees are debited on an automated daily debit basis and are therefore debited daily by our clearing firm. Performance fees apply to "Qualified Clients" as per SEC Rule 205-3 and are typically charged on annual basis from calendar year-end. You acknowledge that as an investment adviser that charges an asset-based fee, the more assets there are in an investment advisory client account, the more an investor will pay in fees, and the firm may therefore have an incentive to encourage the investor to increase the assets in his or her account.

You should be aware that IURC as an investment advisor has an apparent and actual conflict of interest in that where we trade more frequently for advisory clients, this results in greater transactions and subsequently increased commission-based revenue generated for our affiliated broker-dealer (IURS) from the client account.

For more information on the fees of IUR Capital LLC, please request a copy of our ADV Part 2 Investment Adviser Brochure by email [info@iurcapital.com](mailto:info@iurcapital.com).

## Other Fees and Costs

There may be other fees and costs related to brokerage services provided by IURS or the investment advisory services provided by IURC in addition to the firm's principal fees and costs disclosed above that. Examples of the categories of the most common fees and costs applicable to investors are (e.g., custodian fees, account maintenance fees, and other transactional fees and product-level fees).

**What are your legal obligations to me when providing recommendations as my broker-dealer or when acting as my investment adviser? How else does IUR Securities LLC and IUR Capital LLC make money and what conflicts of interest do you have?**

## Standard of Conduct

For customers of IUR Securities LLC, we may provide you with investment recommendations on a non-discretionary basis. For clients of IUR Capital LLC, when we act as your investment adviser, we have to act in your best interest and not put our interests ahead of yours. At the same time, the way we make money creates some conflicts with your interest. You should understand and ask us about these conflicts because they can affect the services and investment advice we provide you. Here are some examples to help you understand what this means.

### Conversation corner

Questions you might wish to ask when considering our services:

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

### Conversation corner

Questions you might wish to ask when considering our services:

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

## Examples of Ways We Make Money and Conflicts of Interest

IURS may have additional material conflicts of interest that affects investors, such as the sharing of executions fees on listed securities, options and bonds, the sharing of your debit balance margin and credit balance interest (if applicable) as charged by the Firm's clearing firm. We also participate in sharing of borrow costs associated with short-selling securities in our customer accounts. There could be an incentive to the Firm to encourage margin lending and/or stock borrowing.

IURC may have additional material conflicts of interest that affects investors, such as the economic benefit derived from order flow in listed products from investment advisory client accounts that is obtained by the affiliate broker-dealer IUR Securities LLC. Increased order flow in the investment advisory client accounts will result in increased commissions obtained by the affiliate, however investment advisory clients may obtain a reduced execution fee relative to the execution fees charged by broker-dealers who are not affiliates of IURC. Other material conflicts of interest may arise through the investment advisory activities of IUR Capital LLC. More information can be found in our ADV Part 2 Investment Adviser Brochure which will be furnished upon request at [info@iurcapital.com](mailto:info@iurcapital.com).

## How do your financial professionals make money?

For IURS, the Firm's owner is the beneficiary of the Firm's earnings. In addition, the Firm's owner is compensated by salary and distributions.

For IURC, the Firm's owner is the beneficiary of the Firm's earnings. In addition, the Firm's owner is compensated by salary and distributions.

Any additional employees, or consultants of both IURS and IURC are compensated by salary and fees which are not related to client accounts or associated revenues.

Where IURC has a solicitor relationship, that party may be paid based on a percentage of client assets and associated fee revenue.

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

The Firm's financial professionals have no legal or disciplinary history.

For a free tool to research the background and experience of financial brokers and firms please visit [www.brokercheck.finra.org](http://www.brokercheck.finra.org).

## Where can I find additional information?

You can always ask your broker-dealer or investment advisor for more information and request a copy of this relationship summary at [info@iursecurities.com](mailto:info@iursecurities.com) or visit our website at [iursecurities.com](http://iursecurities.com).

### Conversation corner

Questions you might wish to ask when considering our services

- As a financial professional, do you have any disciplinary history? For what type of conduct?
- Who is my primary contact person? Whom can I talk to if I have concerns about how this person is treating me?