

M.E. Allison & Co., Inc. Form Customer Relationship Summary – August 1, 2022

Introduction

M.E. Allison & Co., Inc. (“MEA”) is registered with the Securities and Exchange Commission (“SEC”) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (“FINRA”) and the Securities Investor Protection Corporation (“SIPC”). Brokerage and investment advisory services and fees differ and it is important for the retail investor to understand the differences. *Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.*

Relationships and Services

What investment services and advice can you provide me?

As a registered broker-dealer, MEA offers brokerage services to retail clients, which includes buying and selling securities on a solicited or unsolicited basis and offering recommendations. You pay a transaction fee called a “commission” when you buy or sell securities on a solicited or unsolicited basis. Although the brokerage representative may recommend a particular investment, you make the ultimate decision. There are no account minimums. Once the brokerage transaction is complete, MEA has no further duty to monitor your account or any position in your account.

Products Offered

MEA generally recommends and offers equity securities, bonds, options, mutual funds and exchange traded funds. We occasionally offer less common investments intended for specialized client needs. This is not an all-inclusive list. Please discuss costs and fees with your MEA professional. The most cost-effective account today may not be the same over time, so please have ongoing discussions.

****Conversation Starters**

- *“Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?”*

Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Brokerage Fees

MEA receives commissions for transactions as compensation, which creates an incentive for MEA and its representatives to encourage customers to trade. If we execute a trade for you from our firm account, we act as “Principal” and charge a “mark up” or “mark down” on the trade. Some investments (such as mutual funds and annuities) impose additional fees (trails) that will reduce the value of your investment over time. Also, with certain investments such as mutual funds and annuities, you pay fees such as sales or surrender charges to sell the investment if it is not held for a specified amount of time.

Other Fees and Costs

You are charged additional fees imposed by our clearing firm*, such as account maintenance fees and inactivity fees. Some Investment Companies charge ongoing fees known as 12B-1 fees, which MEA receives based on the amount of assets we have with each company. MEA may receive an interest rebate on free cash balances in accounts held at our clearing firm, which creates an incentive for us to leave large cash balances uninvested. MEA receives a rebate on margin-interest balances held at our clearing firm, which creates an incentive for us to recommend you have a margin balance. More transactions in your brokerage account result in more fees. We therefore have an incentive to encourage you to engage in transactions. Trades carry a ticket charge imposed by our clearing firm.

Additional 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 - 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 as my broker-dealer or when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we provide you with a recommendation as your broker-dealer, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflict with your interests. You should understand and ask about these conflicts because they can affect the recommendations we provide you. Here are examples to help you understand what this means.

- Fixed income underwriting & Principal Trading– MEA participates in fixed income underwritings and may offer these to clients. MEA will receive fees, which are determined by the issuing authority. We do not control these fees. If we trade from our own account, we earn compensation in these principal transactions and therefore have an incentive to trade with you on a principal basis and to recommend securities we hold in inventory.

The following are examples of activities that MEA does **NOT** participate in: Proprietary Products, Sales Contests or Tiered Pay Structure.

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

How do your financial professionals make money?

MEA representatives are paid in commissions and 12B-1 fees.

Certain products may pay your MEA professional a larger commission than other products, so ask your MEA professional to detail the commission against other investments that may impose a lower commission. For example, a mutual fund may pay an advisor a larger up- front commission but lower ongoing 12B-1 fees versus a fee-based account, where you would not pay an upfront fee but you would potentially pay a higher annual fee.

Disciplinary History

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

Yes. MEA and its employees have made legal or disciplinary disclosures to the public. Investors are encouraged to please visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

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

Additional Information

If you require additional information, wish to request a copy of our relationship summary, our Regulation Best Interest Disclosure, Form ADV, or Part 2A brochure, please contact Linde Murphy at (210) 581-0439 or lmurphy@meallison.com.

****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?**