

Introduction

Is an investment advisory account right for you?

There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you.

The Burney Company is an investment advisor registered with the Securities and Exchange Commission (SEC) and provides advisory accounts and services rather than brokerage accounts and services. Brokerage and investment advisory services and fees differ, and it is important for you to understand the difference. There are free and simple tools available to do research on firms and financial professionals at www.Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisors, and investing.

Relationships and Services

The Burney Company offers investment advisory services, both investment management and wealth management, to retail investors. If you open an advisory account with our firm, we will contact you to understand your current financial situation, existing resources, investment goals, and risk tolerance. Based on what we learn, we will recommend whether investment management, wealth management, or both, is right for you. In either case, we will recommend a portfolio that is in line with your goals and objectives. All accounts are regularly monitored, and portfolios are reviewed for trading at least quarterly to adjust to market conditions or to meet your changing risk tolerance, goals and objectives.

- We manage accounts on a **discretionary basis**. This means that after you sign an agreement with our firm, you give us the authority to buy and sell investments in your account without asking you in advance. We will have discretion until the advisory agreement is terminated by you or our firm. You may maintain a portion of your investments on a non-discretionary basis.
- Our firm has a \$750,000 minimum to open a new account, however, our financial advisors can waive this minimum.
- You may terminate our services at any time by written notification.

Additional information about our firm and our advisory services can be found in our Firm Brochure (ADV Part 2A) on our websites at www.burney.com or www.burneywealth.com and click on the “ADV” link at the bottom of the home page.

Our Obligation to You:

We must abide by certain laws and regulations in our interactions with you. We are held to a fiduciary standard that covers our entire investment advisory relationship with you. For example, we are required to monitor your portfolio, investment strategy, and investments on an ongoing basis. When we act as your investment advisor, 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 conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide to you. Here are some examples of questions to ask us to help you understand what this means.

- *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- *How will you choose investments to recommend for my account?*
- *What is your relevant experience, including your licenses, education and other qualifications? Please explain what the abbreviations in your licenses are and what they mean.*
- *Tell me how you and your firm make money in connection with my account. Do you or your firm receive any payments from anyone besides me in connection with my investments?*
- *What are your legal obligations to me when acting as my investment advisor?*

Fees and Costs

For our services you will pay an on-going **asset-based fee** at the end of each quarter based on the value of the cash and investments in your advisory account(s).

- Our firm's fees will be automatically deducted from your advisory account unless you have elected to receive a bill. Any fees deducted from your account will reduce the value of your advisory account. As an investor receiving our wealth management services, in addition to asset-based fees, you may be charged a fixed fee or an hourly fee as agreed upon with your financial advisor.
- Your financial advisor may assess additional fees for voting proxies or writing options contracts. These fees may be fixed or variable, but the annual rate for option overlay accounts will not exceed 1.25% of the market value of assets under management.
- The broker-dealer (custodian) that holds your assets (called "**custody**") can charge you a transaction fee when we buy or sell an investment for you. The broker-dealer's transaction fees are in addition to our advisory fee.
- You may also pay charges imposed by the broker-dealer holding your accounts for certain investments. Some investments, such as mutual funds, index funds, and exchange traded funds (ETFs), impose additional fees that will reduce the value of your investments over time.

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. Here are some questions to ask us:

- *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 additional costs should I expect in connection with my account?*

Additional information about our fees can be found in Item 5 of our Firm Brochure (ADV Part 2A) on our websites at www.burney.com or www.burneywealth.com and click on the "ADV" link at the bottom of the home page.

Conflicts of Interest:

We benefit from the advisory services we provide for you. The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to encourage you to invest additional funds in your account in order to increase the fees we receive. Feel free to ask us how you are affected by our conflicts of interest and how we will address them.

Disciplinary History

Yes. Visit www.investor.gov/CRS for a free and simple search tool to research our firm and our firm professionals.

Questions to ask:

- *Do you or your firm have a disciplinary history? For what type of conduct?*
- *Who is the primary contact person for my account? If I have concerns about how this person is treating me, who can I talk to?*

Additional Information

For additional and more detailed information on our advisory services, see our Form ADV part 2A at our websites at www.burney.com or www.burneywealth.com and click on the "ADV" link at the bottom of the home page or <https://adviserinfo.sec.gov/firm/summary/106945>. You may also contact our firm at (703) 391-6020 and talk to any one of our investment professionals or support staff.