

# Day & Ennis, LLC. Client Relationship Summary – May 2020

## (Form CRS/Form ADV Part 3)

### Item 1. Introduction

We are Day & Ennis, LLC. (“D&E”, “we”, “our” or “us”), registered with the U.S. Securities and Exchange Commission (“SEC”) as a registered investment advisor. Clients and prospective clients should be aware that advisory services and fees differ between investment advisors and broker-dealers and it is important for retail investors to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investing and investment advisers.

### Item 2. Relationships and Services

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

*Services:* D&E offers investment advisory services to retail investors through individually managed accounts using equity securities such as common and preferred stocks and investment company securities such as exchange traded funds, mutual funds, and closed end funds. We provide our services through the investment account you maintain with an account custodian, such as Charles Schwab, which holds your assets. D&E does not have custody or take possession of your assets. We typically have discretionary authority over your account to determine the securities or the amount of securities to be bought or sold, without your prior approval. Our discretion is active from the beginning of our relationship and will continue for the duration of our agreement. However, you may set restrictions such as a cash position to be left uninvested or certain investments to avoid.

*Opening and Maintaining Accounts:* D&E does not require a minimum account size or investment amount to open or maintain an account. Through an inquiry about your current financial situation and financial goals, risk tolerance and investment time horizon, we develop an investment profile to meet your individual needs and invest your account accordingly. As part of our service, we routinely monitor accounts. We conduct periodic portfolio reviews and rebalancing (no less than annually) to ensure that your investment profile and investments are suitable for your objectives and goals.

*Additional Information:* Additional information on relationships, fees and services can be found in the D&E Firm Brochure, Form ADV Part 2A (Items 4-7) which is available at <https://adviserinfo.sec.gov/firm/summary/125549>.

*Given my financial situation, should I choose an investment advisory service?* At D&E, we begin working with our clients by listening to them. We want to understand your personal and financial goals and concerns. Once we have helped you prioritize your objectives, we develop an investment strategy to help you achieve success. If we cannot add value to the relationship, we will refer you to someone who may be able to help you.

*What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?* Additional information on each of the Members of D&E can be found in our Form ADV, Part 2B which can be provided upon request at [info@dayandennis.com](mailto:info@dayandennis.com)

### Item 3. Fees, Costs, Conflicts and Standard of Conduct

#### What fees will I pay?

*Principal Fees and Costs:* D&E is paid for investment advisory services strictly through investment management fees that are based on a percent of all assets in your account. Our general fee schedule begins at 1% of assets annually and is included in the D&E Firm Brochure, Form ADV Part 2A (Item 5). At our discretion, we may negotiate a lower fee. Fees are paid quarterly in advance.

*Other Fees and Costs:* You may be charged fees in addition to what you pay D&E. Examples are fees for mutual funds and variable annuities and brokerage commissions, transaction fees, wire transfer, and other related costs and expenses which you may be charged by your account custodian and/or broker-dealer either directly or indirectly. Commissions and transaction fees vary by broker-dealer and may be less at other brokerage houses.

*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. Additional information on our Code of Ethics can be found in our Form ADV, Part 2A Item 11 and

additional information on our conflicts of interest can be found in our Form ADV, Part 2A (Item 7,8,10,11 and 12) which can be found at <https://adviserinfo.sec.gov/firm/summary/125549>.

*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?* Our fee on \$10,000 would be 1% annually (\$100) billed quarterly at 25 basis points (\$25 per quarter). The balance would be invested for you.

**What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?**

*When we act as your investment adviser, we must 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 interests. You should understand and ask us about these conflicts because they can affect the services and investment advice which we provide you. Here are some examples to help you understand what this means.*

*Examples of Conflicts of Interest:* 1) We make money through our asset-based fees that we charge for our services. The more assets there are in your account, the more you will pay in fees. 2) D&E employees may own some of the same securities that are in your investment account.

*How might your conflicts of interest affect me, and how will you address them?* We have a fiduciary responsibility to you to place your interests ahead of ours. To prevent securities trading conflicts of interest, we have adopted a Code of Ethics with procedures in place for personal transactions in personal accounts and a quarterly monitoring system.

*Additional information:* Additional information on conflicts of interest can be found in our Form ADV, Part 2A (Items 7,8,10,11 and 12) which can be found at <https://adviserinfo.sec.gov/firm/summary/125549>.

**How do your financial professionals make money?**

D&E employees are compensated based on individual performance and the net profitability of the firm.

#### **Item 4. Disciplinary History**

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

*No.* There is no disciplinary information to report regarding D&E professionals.

Additional information can be found in our Form ADV, Part 2A (Item 9) which can be found at <https://adviserinfo.sec.gov/firm/summary/125549>. You may also visit [investor.gov/CRS](http://investor.gov/CRS) for free and simple search tools to research us and our financial professionals.

#### **Item 5. Additional Information**

If you have any questions about our services or if you wish to request a copy of the relationship summary, please contact us at 478-474-7480 or at [info@dayandennis.com](mailto:info@dayandennis.com). Additional information is also available on the SEC's website at [adviserinfo.sec.gov](http://adviserinfo.sec.gov).

*Who is my primary contact person? Is he or she a representative of an investment adviser?* D&E serves clients through a team approach. However, each client is assigned a lead adviser. Clients may contact any member of the firm for assistance as they so choose.

*Who can I talk to if I have concerns about how this person is treating me?* Clients may contact our Managing Member, John Day, or our Chief Compliance Officer, Bill Ennis for any concerns about how they are treated by employees of D&E.