PUENTE

Form CRS (Customer Relationship Summary) October 20, 2023

Puente Servicios Financieros, LLC ("PSF" or the "Firm" or "us" or "we") 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 you to understand the differences.

Free and simple tools are available to research different firms and financial professionals at <u>Investor.gov/CRS</u>, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advise can you provide me?

We offer brokerage services, and investment advisory services are provided through our affiliate, Puente Asesoramiento de Inversiones, LLC ("PAI"). PSF and PAI are collectively referred to as Puente throughout this document. Our brokerage services include buying and selling securities like Equities, Corporate Bonds (foreign and domestic), Government Securities, Foreign Sovereign Debt and Structured Notes, on an agency or riskless principal basis on behalf of customers. Equities transactions are mostly in listed NYSE, NASDAQ NMS, ADRs and might be in Small Cap securities. Transactions in Corporate and Foreign Sovereign debt might be affected on behalf of Broker Dealers via DVP/RVP accounts. PSF also provides subscriptions / redemptions of Mutual Fund shares, and Options transactions primarily on an agency basis. All transactions are executed by and under the clearing agreement with Pershing LLC. We assess your investor profile by gathering information about you and your goals at the outset of our relationship and we make recommendations that are designed to fit that profile. We may also recommend asset allocations including percentages of your assets to various classes of investments such as equities, fixed income and other investments that meet your needs. If you have a brokerage account, we do not offer account monitoring services. This means that we do not offer periodic evaluation of your positions in your account, rather we act in your best interest when we make a recommendation. You make the ultimate decision regarding the purchase or sale of investments. We do not offer advice only with respect to proprietary products or a limited menu of types of investments. There is no minimum dollar value for establishing and account, however it is suggested to maintain an average balance of \$50,000.

For more detailed information on the products and services we offer, please see the Firm's Brokerage Compensation and Conflicts Disclosure, our affiliate Adviser's Form CRS and other applicable documents. Please ask us for more information.

Conversation Starters. Ask your financial professional -

- Given my financial situation, should I choose brokerage service? 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 and what do these qualifications mean?

What fees will I pay?

Fees are generally charged on a transactional or service provided basis, except for an annual maintenance fee applied equally across all accounts. Retail investors are charged more when there are more trades in his or her account, therefore creating an incentive for the Firm to encourage investors to trade often. Transactional fees generally consist of a fixed amount between \$50 and \$100 depending if it is an Options, Equity, Fixed Income or Mutual Fund transaction, plus a percentage on the transactional amount that may vary between 0.05% and 1.50%. For Options transactions there is also a \$1 per contract charged. Some fee arrangements may consider a minimum charge per transaction usually between \$50 and \$100, and there may be others contemplating just a fixed charge per transaction. The different fee schemes are negotiated with each client and vary upon their account size, trade frequency and transaction size. Service related fees are typically fixed amounts charged based on the service provided by the clearing and custodian agent, and they may be related to wired funds, asset movements, foreign custody, reorganization, interest on margin account activity, debit card, among others.

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. For more detailed information on the products and services we offer, please see the Firm's Brokerage Compensation and Conflicts Disclosure, our affiliate Adviser's Form CRS and other applicable documents. Please ask us for more information.

Conversation Starters. Ask your financial professional -

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?

When we provide you with a recommendation, 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 recommendations and investment advice, we provide you. Here are some examples to help you understand what this means.

- **Financial Affiliations:** The Firm maintains common ownership with several affiliated entities, including but not limited to PAI, and shares certain supervised persons. These affiliations may present an incentive since the related persons can recommend the services of the Firm, we can receive research and reporting services from them. Shared supervised persons receive additional compensation, and spend time and effort towards business conducted through affiliated entities. Our employees and their family members may recommend or invest in securities recommended to you or in which our related persons or affiliate, directly or indirectly, has a position or material financial interest. Such transactions can include trading in securities in a manner that may be inconsistent with the advice/recommendation given to you.
- Commissions, Rebates and/or Trailer Fees: PSF and its financial professionals may be compensated directly by customers and indirectly from investments made by customers. When customers pay, PSF typically gets paid an upfront commission or sales load at the time of the transaction, in some cases as deferred sales charge, therefore the firm gets paid more the more transactions a customer makes. When PSF is paid indirectly from the investments made by customers, it receives an ongoing compensation, typically called trail payment, for as long a customer holds an investment. Certain products, such as mutual funds, include continuing payments to us, known as "trails," creating incentive to recommend investment products that include trails or provide additional compensation.
- <u>Trading</u>: PAI can choose to utilize PSF as an introducing broker-dealer for certain equity and fixed income trades. PSF assesses PAI's advisory accounts a flat "execution commissions"/brokerage commission related to cost of executing advisory transactions on behalf of PAI's clients. The commissions and fees are maintained by PSF, which also indirectly benefits the owners of PAI since both entities are under common ownership.

We have policies and procedures to monitor the potential conflicts disclosed above, which will be disclosed to you in the event they should occur. We render only disinterested and impartial advice to clients, and we are responsible for recommending investments based on your financial profile and objectives.

Conversation Starters. Ask your financial professional -

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

For more detailed information on the products and services we offer, please see the Firm's Brokerage Compensation and Conflicts Disclosure, our affiliate Adviser's Form CRS and other applicable documents. Please ask us for more information.

How do your financial professionals make money?

Our Financial professionals are paid on a salaried basis and the Firm may pay a discretionary bonus. Our representatives can get increased compensation based on higher production. This provides an incentive for the financial professional to sell more products and creates a conflict. Certain products pay ongoing compensation (trailers); therefore our financial professionals may be incentivized to recommend products that have higher fees and/or ongoing payments.

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

No. Neither PSF nor its financial professionals currently disclose or are required to disclose certain legal or disciplinary information. Please visit <u>Investor.gov/CRS</u> for a free and simple search tool to research ESCS and your financial professionals.

Conversation Starters. Ask your financial professional -

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

For additional information about our brokerage or investment advisory services or to request a copy of the relationship summary, please contact us at <u>krowe@puentenet-usa.com</u>. If you would like additional, up-to-date information or a copy of this disclosure, please call + 1 (786) 589 6071.

Conversation Starters. Ask your financial professional -

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?