



March 12, 2020

Shaffer Capital Advisers, LLC (Shaffer Capital)

Shaffer Capital is registered as an investment advisor with the Securities and Exchange Commission.

Shaffer Capital provides investment advisory services to a variety of clients, including Retirement Plans, businesses and retail investors. Shaffer Capital provides brokerage services through unaffiliated third parties. Free and simple tools are available to research firms and investment professionals at investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisors and investing. This document will focus on our services provided to retail investors.

What investment services and advice can you provide me?

Shaffer Capital provides financial planning, investment management and investment consulting to individual clients. Shaffer Capital actively monitors client accounts on a daily basis through its investment reporting system. Despite actively monitoring, Shaffer Capital cannot make withdrawals from a client account without client consent even in the very unlikely event a withdrawal is warranted based on the investment strategy. Shaffer Capital can and does take discretion for accounts held at one of its preferred custodians. Clients need to execute an agreement separate from the client account agreement to provide Shaffer Capital with account discretion. Even with discretion, withdrawals from accounts cannot be made without prior client consent.

Question you should ask a Shaffer Capital representative:

- *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- *How will you choose investments for me?*
- *What is your relevant experience, including your licenses, education and other qualifications? What do those qualifications mean?*

What fees will I pay?

For financial planning services, clients will be billed hourly. Fees range from \$75/hr to \$300/hr depending on the Shaffer Capital employee performing the work. Clients will also be charged for travel expenses where applicable (including airfare, lodging, rental car, gasoline, parking, tolls, train/bus/cab fares and all meals paid by SC representatives). Travel expenses will not be charged for Client meeting locations within 50 miles of Shaffer Capital's office in Westerville, Ohio.

Client fees for investment management services are based on a percentage of account assets, with each quarterly fee based on the value of the applicable account assets. Shaffer Capital does not participate in management fees or custodian fees charged by the client's custodian, mutual funds, retirement plan custodians, and non-affiliated investment managers, and such fees are separate and on top of the fees described under the client agreement. Annualized fees for investment management services range from 0.05% to 1.50% of account assets.

Client fees for investment consulting services are based on a percentage of account assets, with each quarterly fee based on the value of the applicable account assets. Shaffer Capital does not participate in management fees or custodian fees charged by the client's custodian, mutual funds, retirement plan custodians, and non-affiliated investment managers, and such fees are separate and on top of the fees described under the client agreement. Annualized fees for investment consulting services range from 0.175% to 0.75% of account assets.

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.

Question to ask a Shaffer Capital representative:

- *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 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 have to act in your best interest and not put our interests ahead of yours. At the same time, the way we make money may create some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means. Shaffer Capital financial advisors are also licensed insurance agents. From time to time, they will offer clients products from those activities. Clients should be aware that these services pay compensation and thus involve a conflict of interest.

Shaffer Capital may, at times, direct clients to third party investment managers. Shaffer Capital will be compensated via an investment consulting fee directly from such clients. Any third party relationship will be disclosed to the client prior to its execution.

For detailed information on conflicts of interest (and other detailed information), please review Shaffer Capital's Form ADV Part 2A and 2B filings [here](#).

Question to ask a Shaffer Capital representative:

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

How do your financial professionals make money?

Shaffer Capital investment advisor representatives receive a base salary as well as a salary supplement for clients brought into the firm, depending on the assets under management brought into the firm on aggregate from new clients. Shaffer Capital financial planners receive a base salary with potentially a discretionary bonus depending on performance, and potentially a discretionary bonus if the financial planner brought new clients into the firm the previous year.

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

No Shaffer Capital financial planner or investment advisor representative has ever been subject to any disciplinary action of judgement.

Question to ask a Shaffer Capital representative:

- *As a financial professional, do you have any disciplinary history? If so, for what type of conduct?*

Additional Information

Additional information about Shaffer Capital can be found at the Securities and Exchange Commission's Investment Advisor Public Disclosure Website [here](#). This site contains up-to-date required filings and disclosures by Shaffer Capital.

For further information on Shaffer Capital, including an updated relationship summary, Shaffer Capital can be contacted at:

614-891-1200 Main
877-891-1213 Toll Free
614-891-7360 Fax
www.shaffercapital.net

Question to ask a Shaffer Capital representative:

- *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?*