

## ZOE SECURITIES

### RESPONSES TO FORM CRS CONVERSATION STARTERS

***Conversation starter: Given my financial situation, should I choose a brokerage service? Why or why not?***

***Response:*** You should only choose an investment advisory and brokerage service if you're ready to start investing in the first place. For most people, this will be once you've covered health and disability insurance and built a reasonable emergency fund. Zoe is introducing brokerage service for people whose accounts are managed by a third-party investment adviser. Zoe is probably not the most appropriate service for someone who wants frequent feedback from their broker-dealer.

***Conversation starter: How will you choose investments to recommend to me?***

***Response:*** Zoe does not provide recommendations. Any recommendations you receive will come from your investment adviser. We are not subject to a fiduciary duty to you and do not monitor or manage your account, including the monitoring of brokerage account investments, unless we state otherwise in writing.

***Conversation starter: What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?***

***Response:*** The licenses, education and other qualifications of our financial professionals will not be relevant to your investment decisions because we do not provide recommendations and you must make all of your own investment decisions. Zoe professionals are available only to provide account support. Your investment adviser will make decisions for your account.

Zoe is registered as a broker-dealer with the Securities and Exchange Commission, the states and territories listed on Financial Industry Regulatory Authority's (FINRA's) [BrokerCheck](#) website and is a member of FINRA. Zoe's financial professionals maintain licenses with FINRA. In general, financial professionals must have a Series 7 license to discuss account activity with customers and a Series 24 to perform supervisory duties.

***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?***

***Response:*** If you open a brokerage account through Zoe with \$10,000 and want to invest in securities, you will pay no commission on your trades. However, you may pay an asset-based-fee to your investment adviser for managing your account.

If you choose to use additional services, such as wire transfers or ACATS, those services are charged at the then prevailing rate. If you incur returned ACH fees, those are charged to you. For further information about Zoe fees, please see our [Fee Schedule](#).

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

***Response:*** As discussed in our Form CRS, we receive Payment for Order Flow (PFOF) from part or all of your transactions and may earn interest on your cash balance in your account. We address these potential conflicts of interest by ensuring that all accounts are managed by registered investment advisers. This way, we are not placing trades on your behalf. We do not recommend any investments, nor do we recommend any investment strategies. Zoe addresses these and any other conflicts that may arise by making available all of our disclosures on the [Legal](#) page located on our website. Zoe encourages you to read and familiarize yourself with all disclosures that are relevant to your investment relationship with us.

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

***Response:*** No. Neither Zoe nor its financial professionals have any disciplinary history. As noted in Zoe's Form CRS, you can visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research Zoe and Zoe's financial professionals. Information about a Zoe can also be found in Zoe's BrokerCheck Report on FINRA's BrokerCheck website at <https://brokercheck.finra.org/>.

***Conversation starter: 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?***

***Response:*** Because your account with Zoe is fully-integrated on the Zoe Financial platform, which is located online through our website, you should direct any questions and concerns you may have by visiting our [website](#). Zoe employees may escalate certain questions or concerns to their manager who handle escalated matters.

For questions or concerns related to the management of your assets, please contact your investment adviser.