



Customer Relationship Summary - April 2021

J. Mark Nickell & Co. (“JMN”, “we”, “our” or “us”) is an investment adviser registered with the U.S. Securities and Exchange Commission. Investment advisory and brokerage services and fees differ; therefore, it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals (also referred to as Investment Adviser Representatives; “IARs”) at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about investment advisers, broker-dealers, and investing.

“What investment services and advice can you provide me?”

Description of Services and Monitoring: We provide investment advisory services to retail investors, including portfolio management, financial planning and general consulting services. For clients to whom we provide portfolio management services, we provide fee-only services in accounts which we monitor as part of an ongoing process. Accounts are reviewed in the context of each client's stated investment objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment. While financial planning reviews may occur at different stages depending on the nature and terms of the specific engagement, typically reviews occur in conjunction with an in-person review regarding investment supervisory services, when the client updates us on changes to his/her financial picture, and we explain the impact to him/her of changes in the financial, investment, and/or regulatory environment.

Investment Authority: JMN offers portfolio management accounts on both a **discretionary** and **non-discretionary** basis. Discretionary portfolio management allows us the limited authority to buy and sell investments in your account without asking you each time a transaction is placed. With non-discretionary portfolio management, we provide investment recommendations but require your approval to proceed. You make the ultimate decision regarding the purchase or sale of investments. Our level of authority is determined at the beginning of our relationship with you in our advisory agreement and can be changed by you upon request.

Investment Offerings and Account Minimums: While we can advise on any investment asset, our investment recommendations are primarily related to investments in mutual funds, exchange-traded funds, fixed income securities, variable annuities, and cash and cash equivalents. A minimum fee of \$10,000 per annum is required **for new clients** for this service, and the minimum portfolio value for new client relationships is \$1,000,000. Current advisory clients are subject to minimum account requirements and advisory fees in effect at the time the client entered into the advisory relationship. JMN may group certain related client accounts for the purposes of achieving the minimum account size and determining the annualized fee.

Additional Information: For additional information, please see our [Form ADV Part 2A](#) (with special emphasis on Items 4, 7, and 16 of Part 2A).

Conversation Starters*

- Given my financial situation, should I choose an investment advisory 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? What do these qualifications mean?

“What fees will I pay?”

JMN's fees are based on the type(s) of service(s) we provide.

For portfolio management, our fee is payable quarterly, in advance, and is calculated based on the value of assets under management on the last day of the previous quarter. JMN's fees for portfolio management services are not negotiable. The fee is charged as a percentage of your assets that we manage. The more assets there are in your advisory account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account. Financial planning only services are billed at a fixed or hourly rate that is mutually agreed upon at the beginning of the engagement. For financial planning services with portfolio management, no separate fee will be assessed.

Other Fees and Costs: Some investments, such as mutual funds and ETFs, impose additional fees that will reduce the value of your investments over time. Those fees may include fund expenses. You may also pay other fees to the custodian of your assets. These include, but may not be limited to, ticket charges on transactions, fees for wire transfers, stop payments, IRA maintenance, duplicate check or statement copies, overnight deliveries, returned checks, and asset transfers.

Additional Information: You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. More detailed information about our fees and costs are included in our [Form ADV Part 2A](#) (Item 5).

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- 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 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 you. Here are some examples to help you understand what this means.

For example, our primary custodian for retail investors provides certain research or other investment management tools without charge for maintaining client assets with them. The receipt of such economic benefits by us or our IARs in and of itself creates a potential conflict of interest and may indirectly influence our choice of a particular custodian for custody and brokerage services. To address these potential conflicts of interest, we have developed and implemented a Compliance Program, which includes a review of the services and execution quality we receive from the custodians we recommend. Additionally, our employees may invest for their own accounts in the same securities or other investments that they also recommend, acquire or sell for your accounts. In addition, your IAR may engage in transactions that are the same as transactions recommended to or made for your account(s). This practice would create a conflict of interest if the IARs placed the trades for their own accounts and received a better price on a security before they placed the trade for your accounts. To address this potential conflict, employee transactions are tracked and only permitted if in compliance with our Policy on Personal Securities Transactions.

We only generate revenues from our investment advisory services as described above. Neither JMN nor any of its employees receive compensation for the purchase and/or sale of securities or any other investment products.

Conversation Starter*

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

These arrangements and additional information about other conflicts of interest are discussed in more detail in our [Form ADV Part 2A](#).

“How do your financial professionals make money?”

Our IARs are compensated through salaries and/or a portion of revenue we receive for the advisory services we provide. The portion paid to your IAR generally does not vary based on the type of investments that are recommended. Additionally, as an independently owned investment adviser, our owner receives compensation based on the revenues generated by our firm for its advisory services.

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

No – Neither JMN nor any of our IARs have a disciplinary history. We invite you to visit Investor.gov/CRS for a free and simple search tool to research our Firm and IARs.

Conversation Starters*

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

We encourage you to seek out additional information about our investment advisory services in our Form ADV Brochure on Investor.gov or adviserinfo.sec.gov. Alternatively, you can call JMN at (615) 371-6622 to speak with us directly and request a copy of this relationship summary.

Conversation Starters*

- 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?

* Consider asking your financial professional these questions.