**FORM CRS**

**Relationship Summary**

**June 30, 2020**

**Introduction**

World First Financial Services, Inc. (World) is a full service broker dealer registered with the Securities & Exchange Commission (SEC), Financial Industry Regulatory Authority (FINRA), Municipal Securities Rulemaking Board (MSRB) and Securities Investor Protection Corporation (SIPC).

As it pertains to the regulated investment industry, free and simple tools are available to research firms and financial professionals at Investor.gov/CRS which also provides educational materials about broker dealers and investing.

**Relationships and Services**

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

**Description of Services:**

World offers brokerage services to retail and institutional investors. Industry regulated brokerage services include access to all U.S. domestic equity, government bond, corporate bond and municipal bond markets. Products also include new issue syndicate for state municipal securities and preferred stocks. Additionally, World offers access to options, mutual funds, Cd’s and variable annuities. Through its clearing agent, First Clearing LLC (FCC), various money market funds are available including an FDIC insured money market fund covered up to a maximum of $750,000 per account. World does not offer its own investment research, however, FCC offers research as a courtesy to World customers.

Types of Accounts at World: Individual, Joint, Custodial, DVP (delivery vs payment), Estate, Trust, Corporate (including all type of corporations and LLC’s), Partnership, Individual Retirement and other types of retirement accounts outlined in our account agreement. Through its clearing agent, FCC, World offers both cash and margin accounts.

Recommendations of securities are predominantly in investment grade municipal securities. Unlike the equity markets, industry municipal bonds are normally recommended on the following basis: Rating, yield, locality, coupon and maturity and are matched to a customer’s investment objectives and request for a recommendation. Additionally, review of a customer’s current holdings and the necessity for diversification are factors in determining if an investment is prudent for the customer. As such, through this criteria, the firm locates investment opportunities for a customer.

Monitoring: Active retail customer accounts are monitored on a regular basis. In most cases, customers themselves are active in the surveillance of their own accounts as fixed income products generate interest payments on a monthly basis which allow the customer to ensure their payments are made and reinvested or paid based on the customer’s instructions. World does not charge for monitoring an account.

Investment Authority: World does not offer discretionary services to clients. The recommendation guidelines above as it pertains to municipal securities is the basis for a recommendation, however, the retail investor makes the ultimate decision regarding the purchase or sale of investments.

Limited Investment Offerings: World does not offer proprietary products.

Account Minimums and Other Requirements: World has no restrictions from opening an account.

Additional Information: New issue preferred stocks is the only other recommended security with the basis on the underlying corporation combined with the other above mentioned factors.

**Fees, Costs, Conflicts and Standard of Conduct**

“What fees will I pay?”

Description of Principal Fees and Costs:

Transaction-Based Fees:

You will pay transaction-based fees for trades you decide to enter into, such as buying and selling stocks, bonds, Exchange Traded Products (ETPs), mutual funds, annuity contracts, exercising options and other investment purchases and sales. These transaction-based fees are generally referred to as a “commission,” “mark up,” “sales load,” or a “sales charge.” Transaction-based fees are based on a host of factors, including, but not limited to:

* Underlying product selection
* Your brokerage service model and account type
* Size of your transaction and/or overall value of your account
* Frequency of your trade activity
* Available discounts and/or fee waivers

Commission Schedule for Equities, Secondary Market CEFs and Exchange Traded Products (ETPs):

A schedule reflecting details on the commission charged to you and received by us and your financial representative for trades of equities can be found at [www.worldfinancial.net](http://www.worldfinancial.net). Amounts on this schedule will be discounted for each customer. World does not charge full commission.

Debt Securities:

For debt securities, including preferred securities and CDs, we may apply a charge (i.e., markup) of up to [3%] of the amount of your secondary market transaction. Additionally, we may incur gains (or losses) on positions we hold in inventory in response to market movements or other events that impact the value of the securities we own. However, in normal practice, in most cases the markup/down will be significantly lower than the allowable markup/down permitted by regulations. Markup/down information is disclosed on your client confirmation.

Mutual Funds:

We currently offer thousands of mutual funds varying in share class structure and investment style. If you invest in mutual funds, we may receive direct and indirect compensation in connection with such mutual fund investments, as described below.

12b-1/Shareholder Service Fees :

Annual 12b-1 fees, also known as trails, are paid by the fund to us out of fund assets under a distribution and servicing arrangement to cover distribution expenses and sometimes shareholder service expenses that we may provide on the fund’s behalf. Shareholder servicing fees are paid to respond to investor inquiries and provide investors with information about their investments. These fees are asset-based fees charged by the fund family. These fees range from 0.00% to 1.00%, but the majority of these fees are below 0.85%. These fees may be passed on to us and may in turn be passed on to your Financial Representative as a commission.

Description of Other Fees and Costs:

Account and Service Fees

You will pay fees for various operational services provided to you through your brokerage account. These fees are set at least annually and communicated to you through information included in your account statement and other notifications. These fees do not apply to all account types and may be waived under certain conditions. A listing of these fees can be found at [www.worldfinancial.net](http://www.worldfinancial.net).

**Standard of Conduct**

“When we provide you with a recommendation”

World will always act in your best interest and not put our interest ahead of yours. At the same time, the way we make money may create conflicts with your interests. You should understand and ask us about these conflicts because they can affect the recommendations we provide.

As stated previously, recommendations for municipal securities are not based on companies such as those listed on publicly traded exchanges. Unlike the equity markets, industry municipal bonds are normally recommended on the following basis: Rating, yield, locality, coupon, maturity and are matched to a customer’s investment objectives and request for a recommendation. Therefore, the firm may purchase or sell the same bond for other accounts or for the firm in a time frame reasonably close to a customer transaction execution. In this case, the firm will always review to ensure that a customer execution is the better price. However, if a transaction is same day but at a time not reflective of the customer’s execution, it is feasible that another customer or the firm executing the transaction away may receive a better price due to the time lapse from the customer’s transaction.

**Potential Conflicts**

Affiliate Compensation: World does not offer proprietary products or receive third party payments.

Revenue Sharing**:** Wells Fargo Bank, the parent company of First Clearing LLC. is the bank of record for all FDIC deposits. Depending on the interest rate environment, First Clearing LLC through its parent shares a designated portion of interest on all FDIC balances. Through its extremely large network, in compliance with Federal Reserve Board regulations, Wells Fargo is able to offer FDIC insurance on each account with a FDIC balance up to $750,000 per account. Normal FDIC insurance at a standard bank is only $250,000 per account.

Principal Trading: World is actively engaged in trading the municipal markets for its own account. In most cases, those traded positions are made available to each customer. Recommendation determination is made by the registered sales broker handling your account.

“How do financial professional make money?”

Transaction-based conflicts

In your brokerage account, you pay certain fees (commissions and sales charges) in connection with the buying and selling of each investment product, including mutual funds, variable annuities, exchange traded funds, equity securities, and bonds. Where these fees apply, the more transactions you enter into, the more compensation that we and your financial representative will receive. This compensation creates an incentive for us to recommend that you buy and sell, rather than hold, these investments. World does not follow this industry practice. We also have an incentive to recommend that you purchase investment products that carry higher fees, instead of products that carry lower fees or no fees at all. World does not follow this industry practice.

Markups and markdowns for principal transactions

When you buy or sell securities in a brokerage account, and in accordance with industry regulations, we may impose a markup (increase) or markdown (decrease) in the price of transactions we execute on a principal basis. We are compensated based upon the difference (markup) between the price you pay for securities purchased from us and the price we sell such securities to you over the prevailing market price, or the difference (markdown) between the price you sell securities to us and the price we purchase such securities from you over the prevailing market price. We maintain policies and procedures reasonably designed to help ensure compliance with the markup and markdown industry rules. Per industry regulations, any such markup or markdown is clearly identified on a customer confirmation as well as the percentage of total markup or markdown as a percentage of the total transaction.

Account maintenance and other administrative fees

For the services we provide or make available to you with respect to your brokerage account, we charge certain account maintenance and other administrative fees, including transfer, wire, or other miscellaneous fees, as described in the fee schedule provided to you on an annual basis. The higher the fees we charge, the more we are compensated. World does not charge these fees. They are contracted fees charged by our clearing agent.

**Disciplinary History**

“Does World or its financial professionals have a legal or disciplinary history?”

Any complaint whether operational or transactional normally is required to be disclosed to the firm’s regulatory authority. In addition, even the simplest of audit related issues will appear as a disclosure. Yes, the firm and certain associated persons have disclosures.

These disclosures can be reviewed on FINRA BrokerCheck or through investor.gov/CRS, a free and simple search tool to research World and its financial professionals. Please be reminded to thoroughly review each disclosure so as to determine your own opinion as to the disclosure and its resolution.

**FORM CRS – Customer Relationship Summary**

World will deliver to each client annually a copy of the most recently updated FORM CRS on an annual basis. World will deliver to each existing customer a copy the most recently updated FORM CRS within 30 days of June 30, 2020.

World will deliver to each new or prospective customer a copy of the most recently updated FORM CRS which will be included in its packet of information named “Welcome Package”.

World will post the most recently updated FORM CRS at [www.worldfinancial.net](http://www.worldfinancial.net).

**Recordkeeping:**

World will keep a current record of the date in which FORM CRS was provided to each retail investor.

World will maintain and preserve, in an easily accessible place, FORM CRS and prior updates until at lease six years after such record or relationship summary is created.