



RICHMOND BROTHERS, INC.
CUSTOMER RELATIONSHIP SUMMARY (FORM CRS)
ADV PART 3 - MARCH 30, 2022

Richmond Brothers, Inc. is registered as an investment advisor with the Securities and Exchange Commission. It's important to understand investment advisory services and fees differ from that of brokerage firms. Free and simple tools are available to research firms and financial professionals at www.Investor.gov/CRS, which also provides educational materials about broker- dealers, investment advisers, and investing.

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

We offer individualized investment advisory services including ongoing asset management and financial planning. We help you develop customized strategies to grow and preserve your wealth and attain your financial goals based upon individual risk tolerance and future plans.

Through our process we are able to provide you with a choice of options to help accomplish your objectives. Upon your agreement to the proposed investment plan, we work with you to establish or transfer investment accounts so that we can manage your portfolio. Once the relevant accounts are under our management, we'll review your accounts with you as often as quarterly if you choose to do so. If you have any significant changes to your financial or personal circumstances, you must notify us so that we can consider such information in managing your investments. Comprehensive annual reviews of your account performance and discussions with you about any changes in your life, help us as we continuously monitor the investments in your accounts and make important adjustments on a discretionary basis to help meet your goals. This means we will make trades in your accounts without seeking prior approval from you. We don't limit the types of investments available to you or offer proprietary products, however, we will not recommend certain investments that we believe are not in your best interest. The only limitations on investments available to you are those imposed by the custodian of your holdings which are influenced by market activity and regulatory guardrails. We require a minimum account balance of \$250,000 for our Comprehensive Portfolio Management service. Our Form ADV provides more detailed information regarding our services.

Our financial advisors manage your accounts. Our firm does not impose requirements for opening and maintaining accounts or otherwise engaging us and has the following types of clients: Individuals and High Net Worth Individuals, Charitable Organizations, Pension and Profit Sharing Plans, Corporations, Limited Liability Companies and/or Other Business Types.

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 means?*

WHAT FEES WILL I PAY?

For Asset Management services we charge an annual percentage applied to the assets managed by our firm as follows:

Assets Under Management	Annual Percentage of Assets Charged
\$0 to \$500,000.00	1.35%
\$500,000.01 to \$750,000.00	1.25%
\$750,000.01 to \$1,000,000.00	1.20%
Over \$1,000,000.00	1.15%

Annualized fees are billed on a pro-rata basis quarterly in advance based on the value of the account(s) on the last day of the previous quarter - including cash balances. Fees are negotiable and will be deducted from your account(s). Adjustments will be made for deposits and withdrawals. **For financial planning and consulting the maximum hourly fee to be charged are \$250 to \$300 for financial advisors, and \$50 to \$75 for administrative time. Flat fees generally range from \$1,000 to \$2,000.** The total estimated fee, as well as the ultimate fee charged, is based on the scope and complexity of our engagement with the client.

It's important to note that 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. You will also pay the following separately incurred expenses, which we do not receive any part of: transaction charges, charges imposed directly by a mutual fund, index fund, or exchange traded fund which shall be disclosed in the fund's prospectus (i.e., fund management fees and other fund expenses), custodial fees and account maintenance fees, separate account management fees, and trade-aways. Also, you could be required to pay fees when certain investments are bought and sold.

CONVERSATION STARTERS

- *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 creates some conflicts with your interests. **You pay our fee quarterly even if you do not buy or sell in your account.** 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. **The more assets you have in your advisory account, including cash, the more you will pay us. Because we calculate our fee on a percentage of investment assets, there exists a potential conflict of interest regarding advice given by us since our revenues are directly impacted by the size of your portfolio. There is also a potential conflict of interest if you decide to convert investment assets, on which we charge a fee, to tangible assets like real estate, closely held businesses, and other personal assets, on which we don't charge a fee.**

Our advisory representatives, in their individual capacities, are licensed insurance agents through numerous insurance companies, and in such capacity, may recommend, on a fully disclosed commission basis, the purchase of certain insurance products, such as fixed annuities. While our firm does not sell such insurance products to you, we permit our advisory representative, in their individual capacities as licensed insurance agents, to sell insurance products to you. A conflict of interest exists to the extent that agent may recommend the purchase of insurance products receive insurance commissions or other additional compensation. These products such as a fixed annuity will be charged a customary commission and not an advisory fee. To mitigate this potential conflict, our firm requires the agent to ensure competitive pricing of products recommended. In all cases the agents who are advisory representatives of our firm will act in your best interest.

David Richmond and Matthew Curfman are managing members of RBI PI Manager, LLC, the manager of the private placement offerings, RBI Private Investment I, LLC, RBI Private Investment II, LLC, RBI Private Investment III, LLC, RBI BV Private Investment, LLC, The RBI Opportunities Fund, LLC and The RBI Opportunities Fund II, LLC, opened to accredited investors. An investment in a private placement involves a high degree of risk and should be considered only by sophisticated investors able to assume the risks of loss (including the risk of loss of investor's entire investment) and illiquidity inherent with these investments. These offerings do not waive Richmond Brothers Inc.'s fiduciary duty to its clients or infringe upon any clients right to remedy under state or federal laws. David Richmond has moved from board observer to a full board member of BioVentrix, Inc. As a full board member there is a duty to all shareholders so at times David could be at conflict with our fund holders. Normally, the fund holder typically cares about the long term best interests of the company as that is what drives value for the company and shareholder. So the overwhelming majority of times the desires of the fund holders and the shareholders will be the aligned and there will be no conflict. But from time to time the company may have to do things that are in the best interests of the company long term but hurt the stock price in the short term. All compensation earned by David, including cash and any equity awards, will be assigned to the funds managed by RBI PI Manager in the proportion they own the stock. David Richmond will not benefit economically from any compensation earned from this role.

CONVERSATION STARTERS

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

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

Yes. Richmond Brothers prioritizes compliance with regulatory rules and laws under which registered investment advisers must operate. Please visit www.investor.gov/CRS for a free and simple tool to research our firm and our financial professionals.

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?*

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial advisors are paid a salary based on their assets under management at our firm. They are not paid based on the number of clients they service, the time and complexity required to meet your management needs, or from commissions on trading in your account. Their compensation is solely derived from the financial professional advisory services our firm offers to our clients.

CONVERSATION STARTERS

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

For additional information on our investment advisory services, see our Form ADV brochure on IAPD on www.investor.gov. For any brochure supplement of our financial professionals please call (517) 435-4040. You can also find a current copy of our Form ADV on our website www.richmondbrothers.com. Please call (517) 435-4040 with questions or to request up-to-date information about our firm and a copy of this relationship summary.