

March 12, 2024

Customer Relationship Summary

Baugh & Associates, LLC

Form CRS

Baugh & Associates, LLC (“Baugh & Associates”) is registered with the Securities and Exchange Commission as a registered investment adviser. Brokerage and investment advisory services and fees differ and it is important for the retail investor to understand the differences. Free and simple tools are available for you to use at [Investor.gov/CRS](https://www.investor.gov/CRS), a website maintained by the SEC. These tools can provide you with educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

Baugh & Associates offers investment advisory services to retail investors giving advice based on the client’s needs. Advisory services are offered by defining client objectives, selecting appropriate investments, and monitoring progress. As part of our standard service we are responsible for performing periodic reviews at least annually.

Baugh & Associates also offers financial planning included with investment advisory services, addressing personal financial goals; current and projected assets, liabilities and income; anticipated spending needs over time; tax realities (income, capital gains, estate, etc.); retirement goals; estate and legacy plans; and many other financial/investment needs.

Baugh & Associates provides its clients discretionary and non-discretionary account management services. In a discretionary account, the adviser will have the authority to determine which securities are bought and sold without prior consultation with the client. Discretion is exercised in a manner consistent with the client’s stated objectives, and any restrictions the client provides in writing. In a non-discretionary account, the client makes the ultimate decision regarding the purchase or sale of investments. Discretionary authority is provided as part of the Investment Advisory Agreement. We do not have a minimum account size.

Additional information about services provided are available in our ADV Disclosure Brochure (Form ADV Part 2A, Items 4, 7, 13 and 16) and on our website at www.baughandassociates.com.

When considering our services, ask your financial professional:

- 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 does these qualifications mean?

What fees will I pay?

For all services, Baugh & Associates charges clients an annualized asset-based fee, billed quarterly. The actual fee each of you will pay is set forth in the Investment Advisory Agreement. The more assets there are in a retail investor’s advisory account, the more a retail investor will pay in fees, and this creates an incentive for us to successfully manage your investments thus increasing the assets under management, as well as encourage you to increase the assets in your account.

Aside from the fees we charge you for providing investment advisory services, you may have to pay other entities fees related to brokerage services. These fees can be charged directly or indirectly. Direct fees include transaction fees and account maintenance fees (including IRA fees) charged by the custodian that holds your account, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and/or taxes on brokerage accounts and securities transactions. Indirect fees include internal management fees (including 12b-1 fees and annual fund operating expenses) charged by mutual funds and exchange traded funds, which are disclosed in a fund’s prospectus.

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.

Additional information about fees is available in Baugh & Associates ADV Brochure (Form ADV Part 2A, Item 5).

When considering our services, ask your financial professional:

- 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 the 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.

Baugh & Associates only earns fees based on the amount of assets we manage. Therefore, we have a financial incentive to successfully manage your investments thus increasing the assets under management, as well as encourage you to transfer assets to us. This may include a recommendation to rollover your retirement plan.

Larry J. Baugh is separately licensed as an insurance agent offering level-term life insurance. Fees and commissions charged in connection with level-term life insurance are separate and distinct from advisory fees paid. This poses a conflict of interest to the extent that there is a financial incentive to recommend level-term life insurance that results in commissions, trails, or other payments to Larry J. Baugh. Clients to whom Baugh & Associates offers advisory services are informed that they are under no obligation to use Larry J. Baugh for level-term life insurance and may use an insurance agent of their choosing.

When considering our services, ask our financial professional:

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

Additional information about conflicts of interest are available in our ADV Brochure (Form ADV Part 2A, Item 10).

How do your financial professionals make money?

Our investment advisors are paid a fixed annual salary.

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

No, visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

When considering our services, ask your financial professional:

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

Additional information about services provided can be found on the company's website www.baughandassociates.com and on Baugh & Associates' ADV Disclosure Brochure (Form ADV Part 2A Brochure).

You can always ask your registered investment advisor for more information and request a copy of this relationship summary by calling us at 404-256-0268.

When considering our services, ask our financial professional:

- Who is my primary contact person?
- Is she or he 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?