

Fortune Securities, Inc.
Customer Relationship Summary
Form CRS, May 31, 2022

Item 1. Introduction:

Fortune Securities, Inc. is a Broker/Dealer firm that is registered with the Securities and Exchange Commission ("SEC") as broker-dealer. We are a member Financial Industry Regulatory Authority ("FINRA") and the Securities Investor Protection Corporation ("SIPC"). Brokerage and Investment Advisory services and fees differ. It is important for a retail investor to understand these differences. Free and simple tools are available to research firms and financial professionals at investor.gov/CRS, as well as, finra.org/investors, which also provides educational material about Broker/Dealers, Investment Advisers, and investing.

Item 2. Relationships and Services:

What investment services and advice can you provide me?

Our firm offers brokerage services to retail investors. We provide access to a range of investment products such as stocks, bonds, options, mutual funds, exchange traded funds (ETFs), insurance, annuities, and alternative investments. We will make available and offer advice only on the aforementioned types of products and investments that we are approved to sell. The range of investment options available to you may be limited depending on the types of investments that our firm and your financial professional are currently approved to represent to you. You may select investments, or we will recommend investments for your account by considering your investment objectives, risk tolerance, time horizon, income, net worth, your age, and other information that you provide to us, as well as any restrictions that you may place on us. The ultimate investment decision as to your investment strategy and the purchase and sale of investments will be yours. We do not monitor your brokerage account. Our firm does not maintain discretionary authority on any retail brokerage accounts. There are account minimum requirements to open or maintain an account. The account minimums will vary depending on the account type and the type of investment you are purchasing.

Conversation Starters you may wish to ask your financial professional:

Given my financial situation, should I choose a brokerage 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?

Item 3. Fees, Costs, Conflicts and Standard of Conduct:

What fees will I pay?

Depending on the products and service offered, you will pay transaction-based fees, also known as a commission, for each investment made on your behalf. Depending on the investment product you select, these fees can include up-front commission, or in the case of a bond purchase "mark-ups" or "mark-downs" as well as fees that are charged on an on-going basis for as long as you hold the investment, known as "trails" or "12b-1 fees". You would be charged more when there are more trades in your account. Our firm may therefore have an incentive to encourage you to trade often.

You will pay fees and costs whether you make or lose money on your investments and if so, they will reduce the amount of money you make on your investments over time. Please make sure you understand what costs and fees you are paying.

In addition, there may be some fees and costs which are charged by third parties. We do not charge these fees or receive any portion of them. These could include transaction fees, safekeeping fees, account maintenance

fees, transfer fees, fees related to mutual funds and annuities, or other fees associated with products we recommend to you. We do not receive any benefit from these fees.

Conversation Starters you may wish to 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 providing recommendations? How else does your firm make money and what conflicts of interest do you have?

When we provide you with a recommendation, 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 may create some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the recommendations we provide you.

Conversation Starters you may wish to ask your financial professional:

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

How do your financial professionals make money?

Your financial professional receives a percentage of the commissions generated by the products they sell. You would be charged more when there are more trades in your account. Our firm may therefore have an incentive to encourage you to trade often. We do not offer a higher payout or additional incentive to our financial professionals based on the types, or number of investments they recommend. Our financial professionals may receive compensation based on non-product-related sales, such as accumulation of assets, recruiting or other factors.

Item 4: Disciplinary History

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

Yes, we and some of our financial professionals have disclosed disciplinary events. You can learn about our legal and disciplinary history **at investor.gov/CRS, and brokercheck.finra.org**

Conversation Starters you may wish to ask your financial professional:

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

Item 5: Additional Information

We encourage you to call us for more information. You can contact us by phone at (626) 281-6001 to obtain an up-to-date, free of charge Customer Relationship Summary.

Conversation Starters you may wish to ask your financial professional:

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?