



Customer Relationship Summary

June 25, 2020

Introduction

Bennicas and Associates, Inc. is registered with the Securities and Exchange Commission (SEC) as an investment adviser.

Investment Advisory and brokerage services and fees differ, and it is important to understand these differences to determine which type of account is right for you. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing.

There are some suggested questions highlighted in red, and we encourage you to ask us these questions and any others you may have about our advisory firm.

What investment services and advice can you provide me?

We offer investment advisory services to *retail* investors, including financial planning and asset management. We provide comprehensive day-to-day administration of investment advisory accounts, including all security selection, trade placement, and portfolio evaluation and reporting.

If you choose to open an advisory account with our firm, we will meet with you to discuss your investment goals and design a strategy to achieve these goals. As a part of our standard services, we will offer you advice and monitor your account on a regular and ongoing basis.

We manage accounts on a **discretionary** basis. After you sign an agreement with our firm, you authorize us to buy and sell investments in your account without prior approval. There are limitations to our **discretionary** authority, and these limitations are outlined in detail in our management agreement. You may request additional limitations or restrictions in your account as well.

We invest in publicly traded equities, exchange-traded funds, bonds, and no-load mutual funds. Our minimum requirement to open and manage an account is typically \$1,000,000.

For additional information, please see Item 4 and Item 16 in our Form ADV, Part 2A Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/105102>.

- **Given my financial situation, should I choose an investment advisory service? Why or why not? How will you choose investments for me? What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?**

What fees will I pay?

For our services, you will pay an ongoing **asset-based fee** at the end of each quarter based on the value of the cash and investments in your advisory account. Fees are charged as a percentage of your assets we manage. Our fees are negotiable and range from 0.00% to 1.50% annually. The **asset-based fee** will be automatically deducted from your account quarterly.

On very rare occasions, we may negotiate a **flat fee** or **hourly fee**. A flat fee may be negotiated if you seek minimal management in an account. An hourly fee may be negotiated if you seek non-related consultations or services that are not part of the ongoing management of your account.

You may pay other fees and costs to the custodian of your assets, such as commissions on trades, asset transfer fees, account maintenance fees, and other custodial related fees. We do not receive any part of these custodian fees.

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.

For additional information, please see Item 5 in our Form ADV, Part 2A Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/105102>.

- **Help me understand how these fees and costs might affect my investments. If I give you \$1,000,000 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 advisor? How else does your firm make money, and what conflicts of interest do you have?

When we act as your investment advisor, we have to act in your best interest and not put our interest ahead of yours. We are held to a Standard of Conduct that covers our entire advisory relationship with you.

Our firm's revenue is from the advisory fees we collect from your account each quarter. Our asset-based fees are charged quarterly whether the market goes up or down.

In some instances, conflicts of interest may arise. We must eliminate these conflicts or tell you about them in a way you can understand so that you can decide whether or not to agree to them. For example, in our personal brokerage accounts, we may trade the same securities that we recommend for you. Our policy specifies personal trades that coincide with your trades must either be bundled into the same block trade or executed *after* your trades. This policy minimizes the risk of conflict of interest.

For additional information, please see Item 11 in our Form ADV, Part 2A Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/105102>.

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

How do you, as a financial professional, make money?

As President of Bennicas and Associates, Inc., Georgia Bennicas is the sole advisor for the firm and draws a salary.

Do you or your firm have any legal or disciplinary history?

No, there is no current or past legal or disciplinary history.

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

For additional information, please visit <https://www.investor.gov/CRS>.

Additional Information

You can find additional information about our firm's investment advisory services on the SEC's website at <https://adviserinfo.sec.gov> by searching CRD #105102. You may also contact our firm at 650-851-4601 to request a copy of this relationship summary and other up-to-date information.

- **Who is my primary contact person?**