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Client Relationship Summary

INTRODUCTION

Synovus Securities, Inc. (SSI) is registered with the Securities and Exchange Commission ([SEC](#)) as both a broker-dealer and an investment adviser. We are a member of the Financial Industry Regulatory Authority ([FINRA](#)) and the Securities Investor Protection Corporation ([SIPC](#)), a subsidiary of Pinnacle Financial Partners, Inc. and an affiliate of Pinnacle Bank, a Tennessee Bank. Brokerage and investment advisory services and fees differ, and it is important for retail investors to understand the differences.

Free and simple tools are available for you to research firms and financial professionals at [Investor.gov/CRS](#), a website maintained by the SEC, which also provides educational materials about broker-dealers, investment advisers, and investing.

This relationship summary provides information that helps you make an informed decision about whether or not to invest with us and will answer the following questions:

- What investment services and advice can you provide me?
- What fees will I pay?
- What are your legal obligations to me when providing recommendations as my broker-dealer or when acting as my investment adviser? How else does the firm make money and what conflicts of interest do you have?
- How do your financial professionals make money?
- Do you or your financial professionals have legal or disciplinary history?
- Where can I find additional information?

IMPORTANT TERMS

- A **Broker-Dealer** is a firm that acts as an intermediary between buyers and sellers of securities for which they will usually receive a commission and may purchase or sell those securities in/out of their own account. Broker-dealers are also distributors of other investment products.
- An **Investment Adviser** is generally any person or group that provides investment advice or conducts securities analysis in exchange for a fee, whether through direct management of clients' assets or by way of written publications.

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

Description of Services: SSI offers brokerage services and investment advisory services, mostly to retail investors. We offer cash and margin type accounts.

Brokerage Services: For clients of the broker-dealer, we buy and sell securities and offer recommendations to retail investors. You retain investment authority and will always ultimately decide on what to buy or sell, we do not take discretionary authority in brokerage accounts. Each transaction typically has a transaction cost and SSI does not offer to monitor retail investors' investments within a brokerage relationship.

Conversation starters

Questions you might wish to ask when considering our services:

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?

Investment products and services are offered through Synovus Securities, Inc. ("SSI"), a registered broker-dealer member of FINRA/SIPC and an SEC Registered Investment Adviser. Investment products and services **are not FDIC insured, are not deposits of or other obligations of Pinnacle Bank, are not guaranteed** by Pinnacle Bank, and involve investment risk, including possible loss of principal amount invested. Synovus Securities, Inc. is a subsidiary of Pinnacle Financial Partners, Inc. and an affiliate of Pinnacle Bank, a Tennessee Bank.

At the time of account opening, applicable agreement(s), terms and conditions, prospectus(es), and other disclosures (e.g. such as a Margin Agreement or Options Agreement, as applicable), will specify the account minimums and thresholds for the account.

Investment Advisory Services: For clients of the investment advisor, either an Investment Advisory Representative (IAR) associated with SSI is your money manager, or he/she will help you to select a money manager. A selected money manager or certain SSI IARs may accept discretionary authority if clients authorize such in writing. If accepted, that money manager or IAR ultimately determines which investments to purchase, hold, or sell.

The investment advisory services to retail clients are offered as strategies, separately managed accounts, and wrap fee programs. Each account has an annual fee, charged either monthly or quarterly. Most often, the annual fee is a percent of the allowable assets in the account. We will offer recommendations to you and will review your account with you at least annually. At the time of account opening, applicable agreement(s), terms and conditions, prospectus(es), and other disclosures (e.g. such as Margin Agreement or Options Agreement, as applicable), will specify the account minimums and thresholds for the account.

You can obtain additional information from our financial professionals about advisory services, or for detailed information about the investment adviser or a money manager, review Form ADV, Part 2A brochure (Items 4 and 7) on the [Investment Adviser Public Disclosure](#) website or ask us for a free copy of our Form ADV which is also available at the following link: [Our Companies](#).

WHAT FEES WILL I PAY?

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.

Brokerage Services Fees

Broker-dealers charge transaction-based fees. A retail investor would be charged more when there are more trades in his or her account, thus the firm may therefore have an incentive to encourage a retail investor to trade often. Each brokerage account for clients who do not maintain a total of \$100,000 within all accounts custodied at our clearing Firm, National Financial Services, are charged an annual minimum account fee.

Clients are provided a copy of SSI's brokerage account commissions schedule at the time of account opening. Additional copies of the brokerage commissions schedule are available upon request by contacting your financial professional or the SSI home office by calling 800-332-3403, and is also available at the following link: [Our Companies](#).

Investment Advisory Services 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.

Clients in each Program pay a program fee ("Program Fee") that includes the fees associated with investment management and custodial services. SSI has wrap fee programs which incorporate into the annual fee brokerage-

Conversation starters

Questions you might wish to ask when considering our services:

- 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?
- How might your conflicts of interest affect me, and how will you address them?
- What are your legal obligations to me when providing recommendations as my broker-dealer or when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?"

related expenses such as trading costs, and also has unbundled advisory programs whereby clients pay a separate fee for each executed trade. Additional costs not part of either wrapped or unbundled Program Fees include, but are not limited to, transactions executed away from SSI, dealer mark-ups, electronic fund and wire transfers, market maker spreads, exchange fees, redemption fees, short-term trading fees imposed by mutual funds or account maintenance fees.

Investment advisers have ongoing asset-based fees, fixed fees, wrap fee program fees, transaction costs, or other direct fee arrangements. The principal fee for investment advisory services will align with the type of fee(s) that we report in Form ADV Part IA, Item 5.E available on the [Investment Adviser Public Disclosure](#) website. Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account.

Money manager fees for the Mutual Fund and ETF wrap fee programs we offer will include most transaction costs and fees to the custodian and clearing firm/broker-dealer and, therefore, are higher than a typical asset-based advisory fee. However, money managers may charge their cost and fee separately from your account.

The Creative Financial Group (CFG) is a division of SSI and, in addition to offering the services discussed above, also offers, among others, the following types of services:

- Financial Planning Services – Fees associated with financial planning services vary in conjunction with the complexity of each individual engagement
- Tax-Related Services – Fees associated with tax related services vary based on the complexity of each individual engagement and the skill required in providing tax-related services

More detailed information related to the fees associated with advisory accounts established with SSI and CFG is found in either SSI's or CFG's advisory Form ADV, Part 2A brochure in Items 5.A. through 5.D. for each entity available on the [Investment Adviser Public Disclosure](#) website or ask us for a free copy of our Form ADV which is also available at the following link: [Our Companies](#).

Other Fees and Costs

There are other fees in a brokerage or investment advisory account you will pay directly or indirectly. The most common fees and costs are custodian fees, account maintenance fees, fees related to mutual funds and variable annuities, and other transactional fees and product-level fees.

For additional information about fees and costs, please see our Firm's [Regulation Best Interest Disclosure](#).

WHAT ARE YOUR LEGAL OBLIGATIONS TO ME WHEN PROVIDING RECOMMENDATIONS AS MY BROKER-DEALER OR WHEN ACTING AS MY INVESTMENT ADVISER? HOW ELSE DOES THE FIRM MAKE MONEY AND WHAT CONFLICTS OF INTEREST DO YOU HAVE?

When we provide you with a recommendation as your broker-dealer or 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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

Examples of ways we make money that pose potential Conflicts of Interest

- Third-Party Payments - Third-party payments would be compensation we receive from third parties when we recommend or sell certain investments to you

Conversation starter

Questions you might wish to ask when considering our services:

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

- Revenue Sharing Agreements - Revenue Sharing involves the manager or sponsor of an investment or another third party (such as an intermediary) sharing revenue with us that they earn on those investments
- Principal Trading – Commission revenue generated from Principal Trading is called a markup/markdown, which is built into the price you pay for a bond or reduced from the price you receive when selling a bond
- Advisory Assets - The more assets you have in an advisory account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account
- Trail Compensation – Trails are ongoing compensation from product sponsors typically paid from the assets of an investment product based on an annual percentage of invested assets and varies by product. We therefore have an incentive to recommend products that pay higher trails.

For additional information about potential conflicts of interest, please see our Firm's [Regulation Best Interest Disclosure](#).

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

On the brokerage side, compensation to our financial professionals is based on the revenue they generate. This compensation varies by product, and financial professionals have an incentive to recommend products that have higher fees and/or ongoing payments. Their compensation is based on the revenue they produce over the prior 12 months. We use a graduated grid with small step ups, so the more revenue they generate will result in increased compensation. We pay our financial professionals monthly.

On the advisory side, our financial professionals are generally compensated based on a percentage of assets under management. This compensation varies based upon experience, account type, service model, and negotiation with the client. Generally, the more assets in your advisory account, the more fees you will pay. Financial professionals are incentivized to encourage you to increase the assets in your account.

For additional information, please see our Firm's [Regulation Best Interest Disclosure](#).

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

YES

Search Tool: Visit investor.gov/CRS for a free and simple search tool to research our firm and your financial professional.

WHERE CAN I FIND ADDITIONAL INFORMATION?

For more information related to our brokerage and/or investment advisory services or to request a copy of the Relationship Summary, please contact your financial professional or call 1-800-332-3403.

Conversation starters

Questions you might wish to ask when considering our services:

- 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? Whom can I talk to if I have concerns about how this person is treating me?