

Sims Capital Management LLC

June 28, 2020

Form Customer Relationship Summary

Introduction

Sims Capital Management LLC (“Sims Capital”) is registered with the Securities and Exchange Commission as an investment adviser.

Investment advisory services differ, and it is important for the retail investor to understand the differences.

Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://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?

Sims Capital offers investment advisory services to retail investors. We make investment decisions on clients’ behalf, in accounts held at third-party custodians. We monitor the investments on an ongoing basis, which is included in our standard investment advisory services.

Sims Capital has discretionary authority to make investments for clients; in some cases, we will consult with clients prior to buying or selling an investment, though those cases are not typical.

Sims Capital does not limit the investment offerings, though its specialty lies in common stocks, preferred stocks, closed-end mutual funds and special situations.

A minimum annual fee of \$10,000 may apply to retail investors, which translates to \$1,000,000 in managed assets at a 1.00% fee. The minimum fee is may be waived, in whole or in part.

Conversation starter: Given my financial situation, should I choose an investment advisory service? Why or why not?

Conversation starter: What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?

What fees will I pay?

Sims Capital provides investment advisory services to retail investors at 1.00% of net assets, subject to a \$10,000 annual minimum, which may be waived, in whole or in part. Fees are calculated monthly, billed quarterly directly from client accounts. In rare cases, clients have paid fees directly. For clients with more than \$3,000,000 in managed assets, a lower fee may be negotiated.

The more assets there are in a retail investor’s advisory account, the more a retail investor will pay in fees, and the firm may therefore have an incentive to encourage the retail investor to increase the assets in his or her account.

Accounts are held at qualified custodians (eg, Charles Schwab), which may have fees associated with the account. Sims Capital does not receive any remuneration from custodians.

Investments in mutual funds or other investment vehicles may be subject to fees other their own.

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.

Conversation starter: 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 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.

When presented with a limited investment opportunity, we act for clients first with Sims Capital principals ineligible to participate, until clients have been serviced.

Sims Capital solely act as an investment advisor to make money, serving retail clients and two investment funds.

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

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

No.

Conversation starter: “As a financial professional, do you have any disciplinary history? For what type of conduct?”

Additional Information

More information about Sims Capital can be found at our website (<http://simscapital.com>), including links to our Form ADV and Form ADV, part II, which contain more information about Sims Capital.

David Sims can be contacted at (414) 765-1107, to provide more information about Sims Capital or request a copy of this document.

Conversation starter: 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?