

Emerson Equity LLC Client Relationship Summary, Effective June 15, 2020

ITEM 1. INTRODUCTION

Emerson Equity LLC (“Emerson”) is registered with the Securities and Exchange Commission as a broker-dealer member of FINRA (www.finra.org) and SIPC (www.sipc.org). The selection of an appropriate type of firm to work with is key as brokerage and investment advisory services and fees differ and it is important for you to understand the differences.

Free and simple tools are available to research firms and financial professionals at investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

ITEM 2. RELATIONSHIPS AND SERVICES

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

Emerson offers brokerage services to retail investors through cash, margin, and retirement accounts. We recommend the purchase and sale of public equity, corporate, municipal, and US government debt instruments, mutual funds, variable products, brokered CDs, options, and private placements. We also participate in securities underwritings for public and private companies. We do not monitor accounts or investments following the execution of a transaction. All transactions conducted through Emerson brokerage accounts are done so on a non-discretionary basis, meaning that you make the ultimate decision regarding the purchase or sale of investments. While we do not expressly limit the menu of products or types of investments we recommend, we are limited to those product types provided for above, and those issuers (in the case of mutual funds, variable products, and private placements) with which we have selling agreements. We do not require account minimums.

Emerson conducts its brokerage business direct with sponsors and on a fully disclosed basis with Pershing LLC. All customer assets are custodied with the appropriate sponsor or at Pershing, depending on the asset type.

Conversation Starters: Not sure what to ask next? Start with one of the questions below:

- *“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?

Emerson is primarily compensated through commissions and concessions. Both of these fee types are based on a percentage of the principal invested. Commissions are charged as a fee on top of the principal, while concessions reduce the amount of principal invested. When recommending mutual funds or variable products, we also receive 12b-1 and trailing fees (we continue to receive these fees as long as you own the asset and so long as we are the broker of record on your account). Additionally, we are compensated through underwriting, managing broker-dealer, due diligence, and wholesale fees. While these fees are paid by product sponsors, rather than by you, directly, they do result in a reduction of the total amount of assets invested in the offering. This fee structure results in a situation wherein the more you invest, whether in frequency or in amount, the more we are compensated. As such, this creates an inherent conflict of interest. We address this conflict through disclosure in this document, review of transactions against the best interest standard, and a general prohibition on recommendations to retail investors where the individual making the recommendation does not have a reasonable basis to believe that it is in your best interest.

In addition to the commissions/concessions described above, other fees may also be charged to your account. These fees include custodial fees charged by our clearing firm, exchange fees, management and administrative fees charged by fund sponsors, account closure/transfer fees, and wire 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. The fees charged by Emerson can vary greatly depending on a number of factors including the type of security, the availability of the security in the market, the price of the security, the amount of the transaction, the level of disclosure made to the customer, and the nature of our business. For specific questions about fees associated with a given recommendation, please speak with your broker and make sure to read any available contract, prospectus, private placement memorandum, or offering document.

Visit us at <http://www.emersonequity.com/> for more information

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Conversation Starter: Not sure what to ask next? Start with one of the questions below:

- *“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 creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the recommendations we provide you. Here are some examples to help you understand what this means.

Emerson sells products sponsored by an affiliated sponsor. As such, a conflict exists in that there is an incentive for the Firm and its personnel to recommend these products. We address this conflict through disclosure in this document, review of transactions against the best interest standard, and a general prohibition on recommendations to retail investors where the individual making the recommendation does not have a reasonable basis to believe that it is in your best interest.

Conversation Starter: Not sure what to ask next? Start with one of the questions below:

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

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial professionals are compensated through a percentage of the revenues that they generate. As such, an inherent conflict exists for these individuals to recommend those products or transactions that generate higher omissions/concessions and/or recommending large numbers of transactions. We address this conflict through disclosure in this document, review of transactions against the best interest standard, and a general prohibition on recommendations to retail investors where the individual making the recommendation does not have a reasonable basis to believe that it is in your best interest.

ITEM 4. DISCIPLINARY HISTORY

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

Some of our financial professionals do have legal or disciplinary history. For more information, visit investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter: Not sure what to ask next? Start with one of the questions below:

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

ITEM 5. ADDITIONAL INFORMATION

For more information on our firm and services, please visit investor.gov/CRS and our website at <http://www.emersonequity.com/>. You may also contact us at (650) 312-0200 with specific questions, concerns, or complaints, to request up-to-date information, or to request a copy of Emerson’s current Customer Relationship Summary.

Conversation Starter: Not sure what to ask next? Start with one of the questions below:

- *“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?”*