

Form CRS

January 30, 2024

ITEM 1. INTRODUCTION

1787fp Investment Services, LLC, D/B/A Benjamins Money (“Benjamins Money”) is an SEC Registered Investment Adviser providing a financial technology platform “Benjamins Money”. Brokerage and investment management services and fees differ, 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, which provides educational materials about broker-dealers, investment advisers, and investing.

ITEM 2. RELATIONSHIPS AND SERVICES

A. What investment services and advice can you provide me?

B. Description of Services

We are an investment adviser and provide investment advisory services rather than brokerage services. Benjamins Money offers investment advisory services on a discretionary basis and financial planning software to clients over the internet via its mobile application and website online platform. •

Monitoring: Through our Online Interface, we monitor transaction results as orders are executed to evaluate the quality of execution provided by RBC Clearing & Custody, to determine that compensation rates are competitive and otherwise to evaluate the reasonableness of the compensation paid to our custodian. The Online Interface continuously monitors your investments, including any material limitations. No individual Investment Adviser Representative performs those duties.

- **Authority:** We manage client accounts on a discretionary basis. With discretion, we can buy or sell any security in the platform account without your prior, express permission.
- **Additional Information:** Please refer to our Form ADV, Part 2A brochure (Items 4 and 7 of Part 2A) for a more detailed description of our investment advisory services.

ITEM 3. FEES, COSTS, CONFLICTS, AND STANDARD OF CONDUCT

A. What fees will I pay?

If you sign an investment management agreement (managed account), you will pay us an asset-based fee, based upon an agreed annual percentage rate of 1% of assets under management, generally referred to as a fee. For access to our Financial Planning Software, fees vary based upon several tiers of service and will be billed quarterly described in Item 4 and Item 5 of Form ADV Part 2A. Ongoing asset-based fees will be billed monthly, in advance, and will be based on the value of the cash and investments in your advisory account. Fees will be debited directly from your custodial account upon notification to the custodian. Our fees do not vary based on the type of investment. We have no minimum balance. Our fees reduce your investable assets and will be deducted from your account. The more assets you have in the advisory account, including cash, the more you will pay. This is a conflict of interest as it creates an incentive to increase the assets in your account in order to increase our fees. Fees and costs affect the value of your account over time.

- As an investment advisory client, you will pay a monthly or quarterly management fee and no transaction-based commissions to the Adviser. You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the amount of money you make over time. Please make sure you understand what fees and costs you are paying.
- Some investments such as mutual funds impose additional fees that will reduce the value of your investment over time.
- Our fees are not negotiable. The amount you pay will depend on the services provided and, for our financial planning software, the tier of service obtained.
- We pass additional charges, from our Clearing Firm, on to you such as transaction fees, custodial fees, account maintenance fees, and account inactivity fees.

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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 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. (ii) *Examples of Ways You Make Money and Conflicts of Interest:* (a) Proprietary Products: We offer advice only with respect to proprietary or a limited menu of products available through our platform and our custodian RBC Clearing & Custody, a division of RBC Capital Markets, LLC; (b) Third-Party Payments: We utilize the services of RBC Capital Markets, LLC in the management of client accounts to manage your selected portfolio; (c) Revenue Sharing: We do not have any revenue sharing agreement; (d) Principal Trading: Investments we buy from a retail investor, and/or investments we sell to a retail investor, for or from our own accounts, respectively. We do not execute principal transactions.

How do your financial professionals make money?

The software charges asset-based fees for ongoing management. For managed accounts for which we are provided trading discretion, these fees are based upon your account's market value. The fee will increase as your account value increases and decreases if your account value decreases. Accounts managed by the Adviser are not charged any commissions by the Adviser, so the Adviser only receives the fees disclosed above. It is important to understand the differences between a brokerage commission-based account and an asset-based fee account.

<p><i>an asset-based fee</i> if you want continuing advice or want someone to make investment decisions for you, even though it may cost more than a transaction-based fee.</p>	<p><i>a transaction-based fee</i> from a cost perspective, if you do not trade often or if you plan to buy and hold investments for longer periods of time.</p>
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ITEM 4. DISCIPLINARY HISTORY

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

No. Visit Investor.gov for a free and simple search tool to research our firm.

ITEM 5. ADDITIONAL INFORMATION

Additional information can be found on our website: <https://www.benjaminmoney.com/>. A copy of this form will be posted to our site or available upon request by calling (240) 395-4455. We also encourage you to seek additional information.

- For additional information about our brokers and services, visit Investor.gov, BrokerCheck at BrokerCheck.Finra.org, our web site <https://www.benjaminmoney.com/>.
- To report a problem to the SEC, visit Investor.gov or call the SEC's toll-free investor assistance line at (800) 732-0330. To report a problem to FINRA, <https://www.finra.org/investors/file-complaint>. If you have a problem with your investments, account or financial professional, contact us in writing or call (phone number).
- Additional information can be obtained by calling Jean Borno at either (240) 395-4455 or jean.borno@1787fp.co.

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