

FOR BRANCH USE ONLY	
Branch Prefix	Account Number
RR	RR2

Direct Business Application

1. Account Setup *Choose only ONE account type.*

Number of Account Holders _____

You must indicate an account type (either personal or entity). Types of ownership are governed by the laws of your state of residence. If you need information about which are appropriate in your state, consult your state tax officials or your tax advisor. Additional paperwork is required for estate or entity accounts.

Personal Accounts Go to Section 3 to complete Primary Account Holder information.

☐ Individual	Joint:	☐ 529 Account
Transfer on Death:	☐ Tenants with Rights of Survivorship	Estate:
☐ TOD – Individual	☐ Tenants in Common	☐ Administrator
☐ TOD – Joint Tenants with Rights of Survivorship	☐ Tenants in Entirety	☐ Executor
☐ TOD – Joint Tenants in Entirety	☐ Community Property	☐ Personal Representative
	☐ Usufruct	

Entity Accounts Go to Section 2 to complete Entity Account Information.

Corporations and Limited Liability Companies must also select the applicable tax classification. Entities taxed as a Partnership must select the Partnership account type.

Corporation	Trust:	Non-Prototype:
☐ C Corporation	☐ Under Agreement	☐ IRA
☐ S Corporation	☐ Under Will	☐ Plan
☐ Partnership		☐ Trust
☐ Unincorporated Association	☐ Other	

2. Entity Account Information

Enter full entity name as evidenced by the relevant formation document (e.g., trust document, partnership agreement, corporate resolution).

Enter additional holder information in Section 4 or 8.

* For foreign entities ONLY.

Entity Name			
Country of Organization		Country of Tax Residency	
☐ SSN ☐ TIN	Social Security/Taxpayer ID Number	Type of Government-Issued ID*	ID Number*
State/Country of ID Issuance*	ID Issuance Date	ID Expiration Date	Date of Trust

Legal Address

Cannot be a P.O. Box or Mail Drop.

Address Line 1		Address Line 2	
City	State/Province	Zip/Postal Code	Country

Mailing Address

☐ Same as Legal Address

Complete only if different from Legal Address above.

Address Line 1		Address Line 2	
City	State/Province	Zip/Postal Code	Country

3. Primary Account Holder

If account is a Tenants in Common, indicate this holder's share:

Percentage %

Enter full name as evidenced by a government-issued, unexpired document (e.g., driver's license, passport, permanent resident card).

First Name		Middle Name	Last Name	
Date of Birth MM DD YYYY		Email		
Daytime Phone		Evening Phone		☐ Single/Divorced/Widowed ☐ Married
				# of Dependents
Country of Citizenship			Country of Tax Residency	
☐ SSN ☐ TIN	Social Security/Taxpayer ID Number		Type of Government-Issued ID	ID Number
State/Country of ID Issuance	ID Issuance Date	ID Expiration Date		

Legal Address

Cannot be a P.O. Box or Mail Drop.

Address Line 1		Address Line 2	
City	State/Province	Zip/Postal Code	Country

Mailing Address

☐ Same as Legal Address

Complete only if different from Legal Address above.

Address Line 1		Address Line 2	
City	State/Province	Zip/Postal Code	Country

Employer Information and Affiliations

Check one.

☐ Employed
 ☐ Retired
 ☐ Not Employed

Provide Income Source if retired or not employed.

Occupation	Income Source	Employer Name	
Address Line 1		Address Line 2	
City	State/Province	Zip/Postal Code	Country

Check all that apply and provide information.

- ☐ You are, or an immediate family/household member is, a senior foreign political figure.
☐ You are, or an immediate family/household member is, a control person or affiliate of a publicly traded company under SEC Rule 144. This would include, but is not limited to, a director, 10% shareholder, policy-making officer, and members of the board of directors.

Company Name	CUSIP or Symbol
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- ☐ Check this box if any of these scenarios apply to you. You are registered with or employed by a Financial Industry Regulatory Authority ("FINRA") member firm ("associated person"), you are the spouse of an associated person, you are a child who resides in the same household or is financially dependent on the associated person, you are related to an associated person who has control over your account or an associated person materially contributes financial support to you and has control over your account, or you are affiliated with or employed by FINRA, any other self-regulatory organization ("SRO") or a municipal securities dealer.
☐ Same as employer above. If different, provide the information below.

Company Name			
Address Line 1		Address Line 2	
City	State/Province	Zip/Postal Code	Country

4. Additional Account Holder *Copy and complete this section for each additional Account Holder.*

If account is a Tenants in Common, indicate this holder's share:

Percentage
%

Enter full name as evidenced by a government-issued, unexpired document (e.g., driver's license, passport, permanent resident card).

First Name		Middle Name	Last Name	
Date of Birth MM DD YYYY		Email		
Daytime Phone		Evening Phone		☐ Single/Divorced/Widowed ☐ Married
				# of Dependents
Country of Citizenship			Country of Tax Residency	
☐ SSN ☐ TIN		Social Security/Taxpayer ID Number	Type of Government-Issued ID	ID Number
State/Country of ID Issuance		ID Issuance Date	ID Expiration Date	

Legal Address

Cannot be a P.O. Box or Mail Drop.

Address Line 1		Address Line 2	
City	State/Province	Zip/Postal Code	Country

Mailing Address

☐ Same as Legal Address

Complete only if different from Legal Address above.

Address Line 1		Address Line 2	
City	State/Province	Zip/Postal Code	Country

Employer Information and Affiliations

Check one.

☐ Employed ☐ Retired ☐ Not Employed

Provide Income Source if retired or not employed.

Occupation	Income Source	Employer Name	
Address Line 1		Address Line 2	
City	State/Province	Zip/Postal Code	Country

Check all that apply and provide information.

- ☐ You are, or an immediate family/household member is, a senior foreign political figure.
- ☐ You are, or an immediate family/household member is, a control person or affiliate of a publicly traded company under SEC Rule 144. This would include, but is not limited to, a director, 10% shareholder, policy-making officer, and members of the board of directors.

Company Name	CUSIP or Symbol
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- ☐ Check this box if any of these scenarios apply to you. You are registered with or employed by a Financial Industry Regulatory Authority ("FINRA") member firm ("associated person"), you are the spouse of an associated person, you are a child who resides in the same household or is financially dependent on the associated person, you are related to an associated person who has control over your account or an associated person materially contributes financial support to you and has control over your account, or you are affiliated with or employed by FINRA, any other self-regulatory organization ("SRO") or a municipal securities dealer.

☐ Same as employer above. If different, provide the information below.

Company Name			
Address Line 1		Address Line 2	
City	State/Province	Zip/Postal Code	Country

5. Suitability

Financial Position Choose the range that best describes your situation or provide the dollar amount.

Annual Income

From all sources

- ☐ \$0–\$25,000
☐ \$25,000–\$50,000
☐ \$50,000–\$100,000
☐ Over \$100,000
 \$ _____

Estimated Net Worth

Excluding primary residence

- ☐ \$0–\$50,000
☐ \$50,000–\$100,000
☐ \$100,000–\$500,000
☐ Over \$500,000
 \$ _____

Investable/Liquid Assets

Including cash and securities

- ☐ \$0–\$50,000
☐ \$50,000–\$100,000
☐ \$100,000–\$500,000
☐ Over \$500,000
 \$ _____

Federal Tax Bracket

- ☐ 0%–15%
☐ 25%–27½%
☐ Over 27½%

Account Funding Source

Check all that apply.

- ☐ Asset appreciation
☐ Business revenue
☐ Inheritance
☐ Legal/insurance settlement
☐ Sale of assets
☐ Savings from earnings
☐ Other: _____

Annual Expenses

Recurring

- ☐ \$0–\$50,000
☐ \$50,000–\$100,000
☐ \$100,000–\$250,000
☐ \$250,000–\$500,000
☐ Over \$500,000
 \$ _____

Special Expenses

Future and non-recurring

- ☐ \$0–\$50,000
☐ \$50,000–\$100,000
☐ \$100,000–\$250,000
☐ Over \$250,000
 \$ _____

Timeframe

Required for Special Expenses

- ☐ Within 2 years
☐ 3–5 years
☐ 6–10 years

Investment Profile

Investment Purpose

- ☐ Save for education
☐ Save for retirement
☐ Save for short-term goal(s)
☐ Generate income
☐ Accumulate wealth
☐ Preserve wealth
☐ Market speculation
☐ Other: _____

Investment Objectives

Rank your investment objectives for this account in order of importance (1 being the highest). Review the attached Customer Agreement for important information on investment objectives. Select only the applicable objectives (consult with your investment professional for more information).

- ____ Preservation of capital
 ____ Income
 ____ Capital appreciation
 ____ Speculation
 ____ Trading profits
 ____ Growth and Income
 ____ Other: _____

Risk Tolerance

- ☐ Conservative
☐ Moderately Conservative
☐ Moderate
☐ Moderately Aggressive
☐ Aggressive
☐ Combination: _____

General Investment Knowledge

- ☐ Limited
☐ Good
☐ Extensive

Investment Time Horizon

- ☐ Near Term
☐ Very Short
☐ Short
☐ Intermediate
☐ Long
☐ Combination: _____

Product Knowledge

Investment Product Knowledge

Check either None, Limited, Good, or Extensive based on your knowledge of the following, **OR** provide your number of years of experience:

	None	Limited	Good	Extensive	OR	Number of Years	Transactions per Year
Stocks	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Bonds	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Short Term	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Mutual Funds	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Options	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Limited Partnerships	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Variable Contracts	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Futures	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Annuities	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Alternative Investments	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Margin	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Foreign Currency	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Foreign Securities	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Life Insurance	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15
Other	☐	☐	☐	☐		☐ 0–5	☐ 6–15 ☐ Over 15

continued on next page

6. Suitability *continued*

Additional Suitability Information

Decision-Making Experience

Check all that apply:

I consult with my broker. ☐ Yes ☐ No
 I make my own decisions. ☐ Yes ☐ No
 I consult with my family/friends. ☐ Yes ☐ No

Additional Information

Assets Held Away – Provide total value of assets held away and percentages for each type of asset. Total of all percentages must equal 100%.

Total value of assets held away:	Stocks	Mutual Funds	Variable Contracts	Alternative Investments
\$	%	%	%	%
	Bonds	Options	Security Futures	Foreign Currency
	%	%	%	%
	Short Term	Limited Partnerships	Annuities	Foreign Security
	%	%	%	%
		Life Insurance	Other	Other explain
		%	%	

7. Signature(s) and Date(s)

You certify under penalties of perjury that:

(1) the Social Security number or Taxpayer identification Number that you provided on this application is correct (or you are waiting for a number to be issued to you); and (2) you are not subject to backup withholding because: (a) you are exempt from backup withholding, or (b) you have not been notified by the Internal Revenue Service (IRS) that you are subject to backup withholding for failure to report all interest or dividends, or (c) the IRS has notified you that you are no longer subject to backup withholding; and (3) you are a U.S. citizen or other U.S. person, including a U.S. resident alien; and (4) the FATCA code(s) entered on this form (if any) indicating that you are exempt from FATCA reporting are correct.

All account holders (including authorized individuals and trustees) must sign and date in accordance with the signature requirements outlined in the account's supporting documents.

Print Name <i>First, M.I., Last</i> Signature Date <i>MM - DD - YYYY</i> SIGN	Print Name <i>First, M.I., Last</i> Signature Date <i>MM - DD - YYYY</i> SIGN
Print Name <i>First, M.I., Last</i> Signature Date <i>MM - DD - YYYY</i> SIGN	Print Name <i>First, M.I., Last</i> Signature Date <i>MM - DD - YYYY</i> SIGN
Print Name <i>First, M.I., Last</i> Signature Date <i>MM - DD - YYYY</i> SIGN	Print Name <i>First, M.I., Last</i> Signature Date <i>MM - DD - YYYY</i> SIGN

For Branch Use Only

Account accepted in accordance with firm policies.

Registered Rep. No./Name	Signature	Date <i>MM - DD - YYYY</i>
Office Manager/Principal Name	Signature	Date <i>MM - DD - YYYY</i>

Muriel Siebert & Co., LLC & Siebert Advisor NXT, Inc.

Muriel Siebert & Co., LLC. ("MSCO") is a broker-dealer and its affiliate Siebert AdvisorNXT, Inc. ("AdvisorNXT") is an investment adviser. Both are registered with the Securities and Exchange Commission (SEC). MSCO is also a member of the Financial Industry Regulatory Authority (FINRA), the New York Stock Exchange (NYSE) and the Securities Investor Protection Corporation (SIPC).

- **Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences.** Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer both brokerage and investment advisory services.

Our **brokerage services** include buying and selling securities at your direction and providing you with investment recommendations, financial tools and planning services, and investor education from time to time or at your request. We offer mutual funds, exchange traded funds (ETFs), domestic and international equities, options, fixed income securities, certificates of deposit (CDs) and structured notes, unit investment trusts, and variable annuities. Unless we separately agree in writing, we do not monitor your brokerage account and you make the ultimate decision regarding the purchase or sale of investments.

Our **advisory services** include our asset allocation services using mutual funds and exchange traded funds (ETFs) and managed portfolios from in-house and third-party investment managers. ***Depending on which program you select, our asset allocation services are either "non-discretionary" or "discretionary"—meaning that either we will recommend investments to you and you will make the ultimate decision regarding the purchase or sale of investments (non-discretionary), or we will make the ultimate investment decisions without your signoff (discretionary). The third-party managers we make available to you will invest your account on a discretionary basis using mutual funds, ETFs, and other securities.*** All of our advisory services are offered through "wrap fee programs" (as described below) and either we or the third-party manager will monitor your advisory account and investments as standard services. At AdvisorNXT this service will be provided on a weekly basis. You must meet certain investment minimums to open an advisory account. Current account minimums may be accessed through your investment professional, or at www.siebert.com.

For Additional information regarding our broker dealer services please visit our website at www.siebert.com. For our advisory services visit www.siebert.com and refer to our latest [Brochure Form ADV Part 2-A, Items 4, 5 & 7](#).

Our affiliate Park-Wilshire Insurance offers a variety of insurance products, including fixed and immediate annuities and life insurance.

Conversation Starters. Ask your financial professional—

- ***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?***

What fees will I pay?

The fees you pay depend on whether you choose brokerage services, advisory services, or both.

For **brokerage services**, the principal fees and costs are transaction-based fees for recommendations and execution of securities trades. Depending on the investment product you select, these fees can include up-front commissions, as well as fees that are charged on an on-going basis for as long as you hold the investment ("trails"). If we buy a security from you or sell a security to you for our own account (as "principal"), we may mark the price up or down, which is a benefit to us. Because we are compensated for transactions, *we have an incentive to encourage you to trade more frequently and in greater amounts, and to trade with us as principal because we receive more revenue when you do so.*

You will also pay fees for custodial or administrative services, as well as fees and expenses that are included in the expense ratios of certain of your investments, including in mutual funds, ETFs, and variable annuities. **For additional information about the fees and costs for our brokerage services**, please visit www.siebert.com.

For **advisory services**, the principal fees and costs are the "wrap" program fee for the program you select. These fees are "asset-based" meaning that the fee is calculated as a percentage of the assets invested in your advisory account according to the fee schedule in your advisory agreement with us. This means that the more assets you invest in your account, the more you will pay in fees, and therefore *we have an incentive to encourage you to increase your advisory account assets.* **For additional information about the fees and costs for our advisory services please refer to our Siebert AdvisorNXT, Inc., brochure Form Part 2-A, Item 4.**

The annual wrap advisory fee includes all brokerage commissions, transaction fees, and other related costs and expenses except those inherent in a particular investment vehicle. The annual investment advisory fee is prorated and charged quarterly, in advance, based upon the market value of the assets under management as of the last day of the previous quarter. AdvisorNXT may change the fee at any time by giving 30 days' prior written notice.

Investment Advisory Fees for the initial period or the first quarter of service are calculated on a pro rata basis from the inception date of the account to the end of the first quarter. If assets are deposited into or withdrawn from an account after the inception of a quarter, the fee payable with respect to such assets may be adjusted on a pro rata basis for deposits and/or withdrawals occurring within such quarter and will be calculated in accordance with the advisory agreement based on the days remaining in the quarter.

In the **AdvisorNXT Robo Management program**, you may also pay miscellaneous fees that your account's custodian may charge, including wire fees, transfer fees, and other fees. **For additional information**, please see [Siebert AdvisorNXT, Inc. Brochure Form Part 2-A Item 4](#).

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 Starters. Ask your financial professional—

- ***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 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?***

When we provide you with a recommendation as your broker-dealer or act as your investment adviser, we must 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 and Conflicts of Interest.

- **Proprietary Products:** We will earn higher fees, compensation, and other benefits when you invest in a product that we (or one of our affiliates) advise, manage, or sponsor, such as a mutual fund or structured CD. As such, we have an incentive to recommend (or to invest your assets in) those products over third-party products.
- **Third-Party Payments:** We receive payments from third party product sponsors and managers (or their affiliates) when we recommend or sell certain products. As such, we have an incentive to recommend (or to invest your assets in) products of third parties that pay us over products of third parties that do not pay us or pay us less.
- **Revenue Sharing:** Certain managers and sponsors (or their affiliates) share the revenue they earn when you invest in certain of their investment products (primarily mutual funds, unit investment trusts, cash sweep vehicles and variable annuities) with us. As such, we have an incentive to recommend (or to invest your assets in) products of sponsors and managers that share their revenue with us, over other products of sponsors or managers that do not share their revenue, or who share less.
- **Principal Trading:** We may buy or sell securities to you for our own account because we earn compensation (such as commission equivalents, mark-ups, mark-downs, and spreads).

For additional information, please refer to our [Siebert AdvisorNXT, Inc. Brochure Form ADV Part 2-A](#), Section 4 and 7.

Conversation Starter. Ask your financial professional—

- **How might your conflicts of interest affect me, and how will you address them?**
- **How do your financial professionals make money?**

The firm's financial professionals are principally compensated based on a percentage of the revenues that are produced by the clients they service.

In Advisory Accounts Siebert financial professionals are compensated based on the amount of client assets they service. The fee revenue generated is split between the firm and the financial professional based on a negotiated payout percentage.

In Brokerage Accounts the Firm's financial professionals are compensated based on sales commissions, as well as fees that are charged on an on-going basis for as long as you hold the investment. Also, Siebert financial professionals may buy a security from you or sell a security to you for our own account (as "principal"), and the price to you may be marked up or down. Finally, Siebert may be compensated by issuers of some financial instruments for selling their products. The revenue generated from all these activities is split between the firm and the financial professional based on a negotiated percentage.

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

Yes. Visit [Investor.gov/CRS](https://investor.gov/CRS) or www.brokercheck.finra.org for a free and simple search tool to research us and our financial professionals. The Firm also provides a biography of your Investment Advisor Representative when opening an Advisory account. This document includes any legal and disciplinary history.

Conversation Starter. Ask your financial professional—

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

Conversation Starter. Ask your financial professional—

- ***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?***

For assisted accounts, a dedicated financial representative or investment advisor representative will be assigned to you. Should your dedicated representative no longer be available or should you request another representative, another qualified professional will be assigned.

For brokerage services that are self-directed, no financial services representative will be assigned to you. Our support services will include customer service and broker assisted representatives should you have questions regarding your account.

For both assisted and self-directed accounts, you will always have access to Principals of the firm should you have concerns about your assigned professional or any other matter. Please contact us at 800-872-0444 for any needs you may have concerning Muriel Siebert, Siebert AdvisorNXT or your account.

Account Number									

CRS Attestation Form

Return Instructions:

New Accounts:

Email: service@siebert.com
Phone: 800.872.0444
Fax: 212.486.2784

1. Account Owner Information

Provide the Account Owner names.	First Name		Middle Name	Last Name	
	Address				
	City			State	Zip/Postal Code
	Email			Phone	

2. Secondary Account Owner Information *If Applicable*

Provide the Secondary Account Owner names.	First Name		Middle Name	Last Name	
	Address				
	City			State	Zip/Postal Code
	Email			Phone	

Brokerage and investment advisory services and fees differ, and it is important for you to understand these 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.

I have received and read the investment services and advice Form CRS prior to account opening and understand the information that has been provided. I authorize you to contact me for discussion and/or review of my investment decisions and positions and funds held in my account.

Signature	Date MM - DD - YYYY
	

Signature	Date MM - DD - YYYY
	