

Goldman Lancaster, Inc.
Form CRS Customer Relationship Summary, March 30, 2021

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| <p>Introduction</p> | <p><i>Goldman Lancaster, Inc.</i> is registered with the Securities and Exchange Commission (SEC) as an investment adviser. 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, which also provides educational materials about broker-dealers, investment advisers, and investing.</p> |
| <p>What investment services and advice can you provide me?</p> | <p>We offer investment advisory services, financial planning services and wrap fee programs to retail investors on a regular basis. We review your accounts on an annual basis as part of our standard service. We offer advisory services to you on a discretionary basis which means we buy and sell investments in our clients' accounts without asking in advance. We also offer advisory services to you on a non-discretionary basis which means you make the ultimate decision regarding purchases and sales of securities in your account and we require your approval before placing a trade in your account. We do not impose a minimum account size.</p> <p>Our securities licensed employees also offer brokerage services, through which we may recommend investment and/or insurance products to you on non-discretionary basis and earn a commission should you purchase such a product.</p> <p>For additional information, please see Form ADV, Part 2A brochure Items 4 and 7.</p> <p>Ask your financial professional—</p> <ul style="list-style-type: none"> • Given my financial situation, should I choose an investment advisory 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? |
| <p>What fees will I pay?</p> | <p>Our investment advisory fees are based on the percentage of assets under management which are billed quarterly in advance. Your asset-based fee is based on the balance in your account on the last day of the previous quarter. Our fees are negotiable at our discretion. Your fee is listed in the agreement you sign with us. Your fee percentage will be based on two primary factors; the amount of assets we manage for you and the relative complexity of your situation. Financial planning type services provided as a separate service are charged on an hourly or fixed fee basis at our discretion. You are responsible for the payment of all third-party fees which include custodian fees, brokerage fees mutual fund fees and transaction fees. Those fees are separate and distinct from the fees and expenses charged by the Firm.</p> <p>We also offer a wrap fee program. Asset-based fees associated with a wrap fee program will include most transaction costs and fees to a broker-dealer or bank that has custody of your assets, and therefore are higher than a typical asset-based advisory fee.</p> <p>The more assets there are in your 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.</p> <p>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.</p> <p>For additional information, please see Form ADV, Part 2A brochure Items 5 and 6 of Part 2A and Items 4.A. and 5 of Part 2A Appendix 1.</p> <p>Ask your financial professional—</p> <ul style="list-style-type: none"> • Help me understand how these fees and costs might affect my investments. If I give you \$100,000 to invest, how much will go to fees and costs, and how much will be invested for me? |

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| <p>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?</p> | <p><i>When we act as your investment adviser</i>, 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 is an example to help you understand what this means.</p> <ul style="list-style-type: none"> We offer a variety of financial planning and consulting services regarding the management of your financial resources. A conflict of interest may exist in that we have a financial incentive to recommend our other services. <p>Ask your financial professional—</p> <ul style="list-style-type: none"> How might your conflicts of interest affect me, and how will you address them? <p><i>For additional information</i>, please see Form ADV, Part 2A brochure Item 12 and 17.</p> |
| <p>How do your financial professionals make money?</p> | <p>Goldman Lancaster’s Investment Advisor Representatives earn salary and bonuses based on the advisory fees you pay. These fees are a function of the amount of assets in your accounts and the percentage fee you pay on them. Goldman Lancaster does not receive any revenue from any of the investments in your advisory account, nor from related product sponsors, and Goldman Lancaster employees do not receive compensation based on the types of products purchased or sold in your accounts.</p> <p>In the event you purchase a financial or insurance product through one of our duly licensed employees on a brokerage basis, that employee will earn securities commission directly from LPL Financial and/or insurance commissions directly from an insurance carrier. LPL Financial is a separate entity, unrelated to Goldman Lancaster, Inc. Commission rates in these contexts are set by the product provider and are non-negotiable.</p> |
| <p>Do your financial professionals have legal or disciplinary history?</p> | <p>No.</p> <p>Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.</p> <p>Ask your financial professional—</p> <p>As a financial professional, do you have any disciplinary history? For what type of conduct?</p> |
| <p>Additional Information</p> | <p><i>For additional information about our investment advisory services or to request a copy of this Relationship Summary, call us at (562) 432-0234.</i> Our Form ADV Brochure and this Relationship Summary can also be found at adviserinfo.sec.gov or by visiting our website at www.goldmanlanaster.com.</p> <p>Ask your financial professional—</p> <ul style="list-style-type: none"> 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? |