American Heritage Securities, Inc.

CUSTOMER RELATIONSHIP SUMMARY
Effective June 30, 2020

American Heritage Securities, Inc. (“AHSI,” “we” or the “Firm”) is registered with the Securities and Exchange Commission as a broker-dealer. Brokerage and 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, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?
The Firm offers brokerage services to retail investors. Our brokerage services include the purchase and sale of securities products on behalf of customer accounts including but not limited to equity securities, fixed income securities, mutual fund shares, municipal securities offered in the form of 529 College Savings Plans and variable annuities. The Firm provides recommendations of these securities products to retail investors. These services are more particularly described in the Firm’s brokerage account application. The Firm is available to consult with retail investors regarding their brokerage accounts but does not monitor the investments in those accounts.

The types of investments that can be made available to retail investors are limited to those investment products that the Firm is authorized to purchase and sell. For additional information about available investments, please see the Firm’s brokerage account application. There is no minimum investment amount or minimum account size required for the Firm’s brokerage services.

Important questions to ask

- 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?

What fees will I pay?
The Firm receives transaction-based compensation in connection with the purchase and sale of securities on behalf of customer accounts. Such compensation is primarily in the form of commissions and sales charges. Commissions and sales charges reduce the amount of funds that are invested on your behalf.

A retail investor would be charged more when there are more trades in his or her account. The Firm may therefore have an incentive to encourage you to trade often. Commissions and sales charges are separate and distinct from the fees and expenses charged by product issuers such as mutual fund sponsors and variable annuity issuers. You will pay fees and costs whether you make or lose money on your investments. Fees and costs reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. Fees and costs related to our brokerage services are more particularly described in the brokerage account application.

The impact of fees and costs on investments
We are prepared to address the following regarding fees and costs:

- 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 that we provide to you. Here are some examples to help you understand what this means.

- The Firm receives differing levels of transaction-based compensation depending upon the product that is recommended.

- The sponsors of certain mutual funds charge Rule 12b-1 fees, a portion of which is paid to the Firm.

Conflicts of Interest
We are prepared to address the following regarding conflicts of interest:

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

The manner in which the Firm's financial professionals are compensated may provide an incentive to favor certain products over others. In the section below, we address how our registered representatives make money and some of the ways the Firm addresses conflicts of interest.

How do your financial professionals make money?

Our financial professionals receive a portion of the transaction-based compensation received by the Firm. That portion is determined based upon a percentage of the revenue generated by each registered representative. It is also based upon the time and effort required to meet the needs of customers and the complexity of the products that are recommended. Our financial professionals may also receive performance-based bonuses and other forms of compensation that are not prohibited by Regulation Best Interest. The Firm mitigates conflicts of interest arising from the receipt of transaction-based compensation by:

- avoiding compensation thresholds that disproportionately increase compensation through incremental increases in sales;
- minimizing compensation incentives for associates to favor one type of product over another by establishing differential compensation based on neutral factors, i.e., the time and effort required to meet customer needs and the complexity of the products that are recommended; and
- minimizing compensation incentives within comparable product lines.

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

Yes. Certain financial professionals have a legal or disciplinary history disclosed in Form U4. You may visit Investor.gov/CRS, which provides a free and simple search tool to research the Firm and its financial professionals. You should feel free to ask your financial professional the following questions regarding disciplinary history:

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

Additional information
Additional information about the Firm can be obtained by (i) accessing FINRA's BrokerCheck database at www.brokercheck.finra.org, or (ii) contacting the Firm by telephone at 330-374-1932.

Contact Person
Who is my primary contact person? Is he or she a representative of AHSI? Who can I talk to if I have concerns about how this person is treating me?

Your financial professional is your primary contact. Your financial professional is a registered representative of AHSI and can be reached at 330-374-1932. If you have any concerns about your financial professional, you may contact Jeffrey Thomas, President of AHSI, at 330-374-1932.