

Regulation Best Interest Disclosure (RegBI)

Effective September 28, 2020

Disclosures for Retail Broker Dealer Clients

This Regulation Best Interest (“Reg BI”) Disclosure Statement (“Reg BI Statement”) provides information about J.D. Seibert and Company, Inc. (“JDS,” “us,” “our,” or “we”). If you have any questions about the contents of this Reg BI Statement, please contact us at 513-241-8888 or by email us at: info@jdseibertandco.com. This Reg BI Statement is applicable to retail customers for whom we are acting as broker.

JDS is providing this information to enhance the transparency of our relationship by disclosing conflicts of interest connected with our broker dealer and services we provide. Conflicts may arise as a result from the practices of the financial services industry, JDS’s business model and our compensation structure, including conflicts arising from the transaction services and charges. This document also clarifies standards of conduct that apply to JDS and its’ brokerage accounts.

This document alone is not a comprehensive description of all conflicts of interest JDS has in its brokerage services. Rather it describes the most significant and common conflicts in our brokerage relationship with you. Similarly, not all of the conflicts we describe here will apply each time a service is provided. Regardless of the context, JDS will observe high standards of honor and just and equitable principles of trade when transacting in brokerage accounts and providing services to you.

When JDS acts as a broker-dealer, we are subject to a number of laws, rules and regulations, including the Securities Exchange Act of 1934 (the “Exchange Act”), the rules of the Securities and Exchange Commission (“SEC”), the rules of the Financial Industry Regulatory Authority (“FINRA”), and state laws. We are required to observe high standards of honor and just and equitable principles of trade at all times.

General Information regarding JDS

JDS is registered with the Securities and Exchange Commission (“SEC”) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (“FINRA”) and the Securities Investor Protection Corporation (“SIPC”). JDS is not registered with the SEC as an investment adviser and does not act as an investment adviser.

JDS acts as broker in connection with the purchase and sale of securities, and introduces those customers’ accounts to its clearing broker for transactions, clearance and settlement. JDS will not make recommendations with respect to any specific securities. JDS acts as broker on a non-discretionary basis in connection with the purchase and sale of securities for its customers.

Overview of this Reg BI Statement

This Reg BI Statement provides information regarding the material facts relating to the scope and terms of our relationship with you, including the capacity in which we and JDS act; the material fees and costs that apply to your transactions, holdings, and accounts and the type and scope of services we provide.

For additional free information regarding JDS, including disciplinary events, please visit <https://brokercheck.finra.org/>.

Material Facts About Our Relationship With You – Capacity

JDS does not make any recommendations regarding your Brokerage Account in any capacity including a broker-dealer capacity. JDS acts on a non-discretionary basis meaning JDS has no discretionary authority over your Brokerage Account and can only purchase or sell securities or execute investment strategies that you authorize. This means that you, the customer, make the ultimate decision regarding the purchase or sale of securities or other investments or the allocation of assets. Accordingly, you, the customer, must approve each transaction prior to execution.

Material Facts About JDS's Relationship With You

Material Fees and Costs

The following describes the material fees and costs that apply to accounts held with JDS for you:

JDS brokerage accounts: Retail customers enter into account agreements whereby brokerage services are provided by JDS. JDS buys and sell securities, through our clearing firm, on an agency basis which is subject to a commission. Accounts may also be subject to separate charge and processing by the clearing firm in addition to the commission. Commissions paid to JDS are charged on a per transaction basis.

In addition, if the customer enrolls in additional services provided by the clearing firm (e.g., fees related to reorganization issues, wire/ACH's, retirement fund administration, etc.) they are only retained by the clearing firm not by JDS.

Type and Scope of Services

JDS does not make any recommendations in connection with its brokerage accounts in any capacity. JDS transacts all brokerage accounts on a non-discretionary basis.

JDS does not provide any on-going or periodic review, follow-up or monitoring. In connection with its' brokerage accounts JDS will confirm the retail customer's investment objectives initially and on at least an annual basis, but does not provide any ongoing monitoring of a retail customer's accounts or investments.

JDS does not act in the capacity of an investment adviser nor is JDS a registered investment advisor.

Retail customers can engage in self-directed transactions in. Your purchases and sales of securities in JDS brokerage accounts are not subject to Reg BI and will perform consistent with your own expectations and not that of JDS.

JDS does not act with discretion over customers' accounts assets; the retail customer makes the decision regarding any purchase or sale of securities or any asset allocation. For additional information on the type and scope of brokerage services provided by JDS to you, please see your brokerage agreement with JDS.

Material Limitations

JDS makes no recommendations regarding securities or investment strategies involving securities for retail customers and transacts for its' own accounts on a proprietary basis.

JDS does not recommend any products or services. JDS does allow holding of Private Funds in retail customer accounts who are eligible to invest by meeting certain financial sophistication requirements, including status as accredited investors and qualified purchasers under applicable securities laws. JDS will perform due diligence to the extent of obtaining the necessary customer and issuer information for record keeping for compliance. JDS does not recommend nor offer approval of such investments nor should JDS holding such investments in retail brokerage accounts be interpreted as approval or recommendation of such investments.

General Basis for Recommendations

JDS does not recommend any products or services. JDS acts in a non-discretionary basis on all brokerage accounts and transactions. JDS does seek to help customers achieve their unique investment objectives by offering brokerage account services to its' retail clients. Specifically, JDS is an institutional proprietary fixed income broker dealer offering access to fixed income securities via its' own trading accounts and relationships. JDS obtain each retail customer's "Investment Profile" (e.g., as applicable, the retail customer's age, other investments, financial situation and needs, tax status, short- and long-term investment objectives, investment experience, investment time horizon, liquidity needs, risk tolerance and any other information the retail customer discloses to JDS) in order to better understand client investment objectives. JDS work with each retail customer to ensure their own investment choices align with their needs and financial goals.

Material Risks Associated with Brokerage Recommendations

JDS does not recommend any products or services. JDS acts in a non-discretionary basis on all brokerage accounts and transactions. Investments in securities and other financial instruments involve risk, and retail customers can lose some or all of their money. All investments and investment strategies involving securities involve risk of loss, including the potential loss of a retail customer's entire investment, which the retail customer should be prepared to bear. There is no guarantee that any retail customer will meet the customer's investment goals, or that any security transacted in JDS's brokerage accounts will perform as anticipated.

The investment performance and the success of any particular investment or investment strategy can never be predicted or guaranteed, and the value of a customer's investments will fluctuate due to market conditions and other factors. Investments are subject to various market, liquidity, currency, economic, political and other risks. Past performance of any security or investment strategy is not indicative of future performance.

Retail customers that open an JDS brokerage account should review JDS's Form CRS for JDS at <http://www.jdseibertandco.com> or contact your JDS Broker.

Retail customers should consult the offering documents for any security that they choose to transact and invest in including Private Funds, for a discussion of risks associated with the particular security.

In addition to the investment-specific risks associated with investments and investment strategies involving securities, there are other potential risks associated with any relationship with financial intermediaries, such as JDS. For example, as the use of technology increases, JDS or affiliate may be more susceptible to operational or information security-related risks. A breach in cyber security refers to both intentional and unintentional events that may cause JDS or affiliate to lose proprietary information or operational capacity or suffer data corruption. Cyber security breaches of JDS's or third-party service providers or issuers in which customers and clients invest may also subject JDS to many of the same risks associated with direct cyber security breaches. Cyber security breaches can cause disruptions and affect business operations, potentially resulting in financial losses, impediments to trading, the inability to transact business, destruction to equipment and systems, violations of applicable privacy and other laws, regulatory fines, penalties, reputational damage, reimbursement or other compensation costs or additional compliance costs.

Standard of Conduct under Regulation Best Interest

Reg BI requires that JDS to act in the best interest of the retail customer at the time a recommendation of a security or an investment strategy involving a security is made, without placing the financial or other interest of JDS ahead of the interest of the retail customer. JDS does not make recommendations of any product or service. JDS acts in a non-discretionary basis on all brokerage accounts and transactions. Thusly since JDS does not make recommendations purchases and sales of securities pursuant to customer-directed transactions are not subject to Reg BI.

Material Facts Regarding Conflicts of Interest

Reg BI defines a conflict of interest associated with a recommendation as "an interest that might incline a broker, dealer, or a natural person who is an associated person of a broker or dealer—consciously or unconsciously—to make a recommendation that is not disinterested." JDS does not make recommendations of any product or service. JDS acts in a non-discretionary basis on all brokerage accounts and transactions. Thusly since JDS does not make recommendations purchases and sales of securities pursuant to customer-directed transactions are not subject to Reg BI.

When JDS provide securities transaction services to retail brokerage accounts the way JDS make money and otherwise conduct business may create conflicts with your interests. Where possible, JDS takes steps to mitigate or eliminate material conflicts of interest associated with transaction services regarding securities and investment strategies involving securities. For a discussion of conflicts of interest associated with transaction services in retail brokerage accounts held with JDS, please contact your JDS broker.

Additional Information

You can find additional information about the services we provide, fees you pay, and conflicts of interest in JDS's Customer Information Brochures and New Account Agreements. Your JDS broker can provide you a copy. You may also call 513-241-8888 to request up-to-date information and request a copy of JDS's relationship summary.