

### Introduction

Our firm, Gouldin & McCarthy, LLC, is an investment adviser registered with the Securities and Exchange Commission. We feel that it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS), which also provides educational materials about investment advisers, broker-dealers, and investing.

### What investment services and advice can you provide me?

We are a registered investment adviser that offers investment advisory services, including Comprehensive Portfolio Management, and Financial Planning & Consulting to clients. If you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, objectives, and risk tolerance. Based on what we learn, we'll recommend a portfolio of investments that is monitored at least annually, and if necessary, rebalanced to meet your changing needs and goals. We'll offer you advice on a regular basis and contact you at least annually to discuss your portfolio.

You can select in our agreement whether we are allowed to buy and sell investments in your account without asking you in advance ("discretion") or only after receiving your permission ("non-discretion"). If you select non-discretion, you make the ultimate decision regarding the purchase or sale of investments. Generally, we manage accounts on a discretionary basis. Any limitations will be described in the signed advisory agreement. We will have discretion or non-discretion until the advisory agreement is terminated by you or our firm. We do not restrict our advice to limited types of products or investments, and our firm does not impose requirements for opening and maintaining accounts or otherwise engaging us.

Financial Planning & Consulting is included in our Comprehensive Portfolio Management service for no additional fee. Financial Planning & Consulting is also offered as a separate service for a flat fee. We do not monitor your investments for the stand-alone Financial Planning & Consulting service.

*Additional information about our advisory services is in Item 4 of our Firm Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/129397>.*

### What fees will I pay?

You will be charged an ongoing quarterly fee based on the value of the assets in your account. Our maximum Comprehensive Portfolio Management service annual fee is 1.50%. Our fees vary and are negotiable. Your fee will be listed in your signed advisory agreement and will not be increased unless you sign a new agreement. The more assets you have in your advisory account, the more you will pay us. We therefore have an incentive to increase the assets in your advisory account in order to increase our fees. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account. Our firm's fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account. In rare cases, we will agree to send you invoices rather than automatically deduct our fees from your advisory account.

Our maximum flat fee is \$10,000 for our Financial Planning & Consulting service. We charge an upfront retainer when you sign an agreement for this service and/or charge you when we provide a financial plan or consultation.

The broker-dealer that holds your assets charges you a transaction fee when we buy or sell an investment for you. However, you will not be charged a transaction fee for U.S. listed equities and exchange traded funds if you opt into electronic delivery of statements or maintain at least \$1 million in assets with our recommended broker-dealer. Any fees charged by the broker-dealer are in addition to our firm's fees and our firm receives no revenue from those fees. You may also pay charges imposed by the broker-dealer holding your accounts for certain investments and maintaining your account. Some investments, such as mutual funds, exchange traded funds, and variable annuities, charge additional fees that will reduce the value of your investments over time. In addition, you may have to pay fees such as "surrender charges" to sell variable annuities.

In certain cases, we may select third party money managers, sub-advisers, and/or separate account managers to assist us with managing your account. If selected, they will charge you a fee, which will be described to you in their Form ADV and/or agreement.

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.

Additional information about our fees is in Item 5 of our Firm Brochure which is available online at <https://adviserinfo.sec.gov/firm/summary/129397>.

### 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?

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:

Some of our financial professionals are registered representatives of APW Capital, Inc. (“APW”), an SEC registered broker-dealer. Your financial professionals may offer you brokerage services through APW or investment advisory services through us. Brokerage services and investment advisory services are different, and the fees we, and APW, charge for those services are different. It is important that you understand the differences. Your financial professional may earn transaction-based compensation and have additional conflicts of interest as a result of providing brokerage services through APW. You are encouraged to learn more about APW by reviewing [www.aurorapw.com/distinctions.php](http://www.aurorapw.com/distinctions.php) and having a discussion with your financial professional.

Our firm’s professionals only use APW to recommend and sell certain securities to you, such as variable annuities and 529 plans.

Our firm’s financial professionals include licensed insurance agents who sell insurance products for a commission. They have an incentive to recommend insurance products to you in order to increase their compensation.

Additional information about our conflicts of interest is in Item 10 of our Firm, which is available online at <https://adviserinfo.sec.gov/firm/summary/129397>.

### How do your financial professionals make money?

Our financial professionals are compensated based on the revenue our firm earns from their advisory services or recommendations, the amount of client assets they service, and the time and complexity required to meet a client’s needs. In addition, they are compensated based on the type of product sold and/or product sales commissions. Furthermore, Tom McEvoy is also an Investment Advisor Representative of Comprehensive Capital Management, Inc., and unrelated firm, and receives compensation for his services. Lastly, Michael Minton owns B&M Brokerage, an insurance brokerage firm, and receives compensation for services including commissions on insurance products.

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

Yes, our financial professionals have legal or disciplinary history. Tom McEvoy has an outstanding tax lien. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals. For additional information on Mr. McEvoy please search CRD #1431067 at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### Additional Information

You can find additional information about our firm’s investment advisory services on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #129397. You may also contact our firm at 908-630-0200 to request a copy of this relationship summary and other up-to-date information.

### Questions to Ask Us:

- 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 those qualifications mean?
- Help me understand how these fees and costs may 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?
- How might your conflicts of interest affect me, and how will you address them?
- As a financial professional, do you have any disciplinary history?
- For what type of conduct?
- 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?