

**Client Relationship Summary**  
**Archer Investment Corporation (CRD# 136403)**

## Introduction

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Our firm, Archer Investment Corporation, is registered as an investment adviser with the U.S. Securities and Exchange Commission. 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.

## Relationships and Services

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

**Services:** We offer investment advisory services to retail investors. The principal services we offer are investment management services. As part of these services, we work with you to identify your investment goals and objectives, as well as your risk tolerance and financial situation in order to develop an appropriate investment approach.

**Accounts, Investments, and Monitoring:** We provide services to those with individual, joint, retirement, business, trust, and estate accounts. We primarily use mutual funds and exchange-traded funds in constructing portfolios. We do not limit the provision of investment advisory services to proprietary products, although we do utilize them. As part of our services, we monitor portfolios and securities in accounts on a regular and continuous basis. We also offer to meet with you at least annually, or more frequently, depending on your needs.

**Investment Authority:** We provide our services on a discretionary basis. We execute investment recommendations in accordance with your investment objectives without your prior approval of each specific transaction. Pursuant to this discretionary authority we are authorized to determine which securities are bought and sold, the total amount to be bought and sold, and the costs at which transactions will be effected. Our engagement will continue until one party notifies the other in writing.

**Account Minimums & Other Requirements:** We require a relationship size minimum of \$25,000 in order for you to open/maintain an account or establish a relationship. However, we may reduce our minimum relationship size based upon certain criteria (i.e. additional assets, anticipated future earning capacity, related accounts, or negotiations with the client).

**Additional Information:** For more detailed information on our relationships and services, please see Item 4 – Advisory Services, Item 13 – Review of Accounts and Item 7 – Types of Clients of our Form ADV Part 2A. Part 2A is available via our firm’s [Investment Adviser Public Disclosure Page](#).

**Conversation Starters:** *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?*

## Fees, Costs, Conflicts, and Standard of Conduct

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### What fees will I pay?

**Asset-Based Fees:** Our asset-based fees for investment management services range from 0.50% to 1.00% annually based on a tiered schedule, however, we may negotiate alternative fees on a client-by-client basis. This fee is collected on a quarterly basis, in arrears, and calculated as a percentage of the average market value of your assets during the previous quarter. Certain accounts will be charged based on quarter-end balances. This presents a conflict of interest as we are financially incentivized to encourage you to place more assets in your advisory account[s] as you will ultimately pay more in advisory fees if the balance of the account[s] increase[s].

**Other Fees & Costs:** In addition to our advisory fee, you will also be responsible for any third party manager fees, if applicable, platform fees, applicable custody fees, account administrative fees, fees and expenses related to exchange-traded funds and mutual funds, and applicable securities transaction fees.

**Additional Information: 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. For more detailed information on our fees, please see Item 5 – Fees and Compensation of our Form ADV Part 2A available via our firm’s [Investment Adviser Public Disclosure Page](#).

**Conversation Starters:** *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 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 interests 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.*

Our firm serves as sub-adviser to the Archer Balanced Fund, the Archer Income Fund, the Archer Stock Fund, the Archer Dividend Growth Fund, the Archer Focus Fund, and the Archer Multi Cap Fund (“**The Archer Funds**”). Each of The Archer Funds is authorized to pay our firm a management fee equal to 0.50% of the Funds’ average daily net assets, respectively. This creates a conflict of interest in that our firm and its representatives have a financial incentive to recommend these proprietary funds over other funds, programs, or services which may be available.

**Additional Information:** For more detailed information, please see Item 10 – Financial Industry Activities and Affiliations, Item 12 – Brokerage Practices and Item 14 – Client Referrals and Other Compensation of our Form ADV Part 2A available via our firm’s [Investment Adviser Public Disclosure Page](#).

**Conversation Starters:** *How might your conflicts of interest affect me, and how will you address them?*

**How do your financial professionals make money?**

Our financial professionals are either compensated based on an agreed-upon annual salary and are eligible for annual bonuses based on employee performance, or they receive compensation based on a percentage of the revenue generated from the accounts they service directly.

Certain financial professionals affiliated with our firm on an independent contractor basis are strictly compensated based on a percentage of the revenue generated from the accounts they service and/or supervise directly. These individuals receive the majority of the management fees paid by clients under the investment advisory agreement. Therefore, they have a strong incentive to increase the asset size in client accounts and solicit new advisory business in order to increase their overall compensation.

**Disciplinary History**

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

Yes. You can visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

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

**Additional Information**

You can find additional information about our investment advisory services by viewing our Form ADV Part 2A available via our firm’s [Investment Adviser Public Disclosure Page](#) or by visiting our website at [www.archerinvestment.com](http://www.archerinvestment.com). You can request up to date information and a copy of our client relationship summary by contacting us at 317-581-5664.

**Conversation Starters:** *Who is my primary contact person? Is he or she a representative of an investment advisor? Who can I talk to if I have concerns about how this person is treating me?*