

Best Interest Client Disclosure Guide Addendum

Senior Private Client Banker

Key Investment Services



Investment products are offered through Key Investment Services LLC (KIS), member FINRA/SIPC and SEC-registered investment advisor. Insurance products are offered through KeyCorp Insurance Agency USA, Inc. (KIA). KIS and KIA are affiliated with KeyBank National Association (KeyBank).

Investment and insurance products made available through KIS and KIA are:

NOT FDIC INSURED • NOT BANK GUARANTEED • MAY LOSE VALUE • NOT A DEPOSIT • NOT INSURED BY ANY FEDERAL OR STATE GOVERNMENT AGENCY

KIS, KIA and KeyBank are separate entities, and when you buy or sell securities and insurance products you are doing business with KIS and/or KIA, and not KeyBank.

NOTE: For purposes of this Addendum, “Private Client Advisor” refers only to a registered representative of Key Investment Services LLC (“KIS”) who is an employee of KIS.

You have received a copy of the *KIS Best Interest Client Disclosure Guide*. If you deal with a Senior Private Client Banker (“SPCB”) you are working with an employee of KeyBank who has certain licenses allowing them to recommend and sell securities and insurance to you.

As a matter of policy KIS limits what its SPCBs can recommend to you without the assistance of a Private Client Advisor. Your SPCB may, without the assistance of a Private Client Advisor, recommend the purchase or sale of certain mutual funds, fixed and variable annuities, 529 plans and life insurance products.

Your SPCB will receive up to 40 basis points (.0040 times the value of the product) on the products they sell individually or those sold as the result of a referral to the Private Client Advisor.

KIS mitigates these conflicts by limiting the types of investments the SPCB may offer to a client and requiring larger clients and accounts to be serviced with the assistance of a Private Client Advisor. In addition, KIS’s Central Supervision Group will review all recommendations to ensure they are in the client’s best interest.

For more information

Should you have any questions concerning this matter please feel free to go to www.key.com/kisregbi, or contact your SPCB, Private Client Advisor, or the KIS Client Service Center at 1-888-547-2968.

