

September 19, 2025

**Customer Relationship Summary (Form CRS)**  
**American Trust Investment Services, Inc.**  
**September 19, 2025**

American Trust Investment Services, Inc. (“ATIS”) is a registered with the Securities and Exchange Commission as a broker-dealer. ATIS is also member FINRA and member Securities Investor Protection Corp. (“SIPC”). Brokerage and investment advisory services and fees 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](https://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisors and investing.

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

ATIS offers brokers services to *retail investors*. This includes buying and selling securities at your direction and providing investment recommendations. We also furnish incidental services like research and investor education at your request or as a part of a recommendation we make. We offer domestic and international equities (exchange listed and unlisted), initial public offerings (“IPOs”) and secondary syndicate offerings, mutual funds, exchange traded funds (“ETFs”), equity options, fixed income securities, certificates of deposit, annuities of various types, and public, non-traded real estate investment trusts (“REITs”). Unless we otherwise agree in writing, we do not monitor your brokerage account, nor do we engage in discretionary trading for you. The *retail investor* always makes the ultimate decision regarding purchase, sale or hold on investments. There is no minimum amount required by ATIS to open or maintain an account, however, your account executive may have specific requirements, such as account or investment minimums. It also may not be cost effective for a *retail investor* to maintain an account with ATIS, where there is little or no investment activity. In addition, the range of investment options available and recommendations provided to you may be limited based on the types of investments we offer. While ATIS does not offer investment advisory services, some individuals registered with ATIS also provide investment advisory services through unaffiliated or partially affiliated investment advisor firms.

**Conversation Starter:** *“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?**

For brokerage services, the principal fees and costs are transaction-based commissions for recommendation and execution of securities trades. Certain investments have commissions at the time of trade execution plus ongoing charges (“trails”) for as long as you hold the investment. Trails are based on a percentage of the value of the investment. If we buy or sell on a principal basis, meaning we buy or sell from or to you from our own account, we mark the price of the transaction up or down to our benefit. A *retail investor* would be charged more when there are more trades in his or her account. As such, the firm may have an incentive to encourage a *retail investor* to trade often. You will also pay fees for custodial and/or administrative services, wire and transfer fees, bank charges and other expense charges. Likewise, some expenses and fees are included in the expense ratio of certain investments like mutual funds, ETFs, annuities and REIT products. “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.” The Firm’s commission schedule and fees are available on our website: <https://amtruinvest.com>

**Conversation Starter:** *“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 we provide you. Here are some examples to help you understand what this means.

- **Proprietary Products:** We receive underwriting fees and other compensation from the Issuer for securities where we act as manager or selling group member of any syndicate offerings.
- **Third-Party Payments:** We receive payments from third party product sponsors and managers (or their affiliates) when we recommend or sell certain products. As such, we have an incentive to recommend (or to invest your assets in) products of third-parties that pay us over products of third parties that do not pay us, or pay us less.
- **Revenue Sharing:** Certain managers and sponsors (or their affiliates) share the revenue they earn when you invest in certain of their investment products (primarily mutual funds and variable annuities) with us. As such, we have an incentive to recommend (or to invest your assets in) products of sponsors and managers that share their revenue with us, over other products of sponsors or managers that do not share their revenue, or who share less.
- **Principal Trading:** We may buy or sell securities to you for our own account. Because we earn compensation (such as commission equivalents, mark-ups, mark-downs, and spreads) we have an incentive to trade with you on a principal basis and to recommend securities that we hold in inventory.

**For additional information** please see our RBID on our website [www.amtruinvest.com](http://www.amtruinvest.com) for more specific information and discussion regarding conflicts of interest.

**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 receive a negotiated portion of the commission you pay for trades. Factors affecting compensation include the amount of client assets serviced, time and complexity to meet client needs, the product itself and product sales commissions (i.e. differential compensation). They may sometimes receive indirect compensation from various third-party vendors. Receipt of compensation creates a conflict of interest for our financial professionals.

**Do you or your financial professional have legal or disciplinary history?** Yes.

Visit [Investor.gov](http://Investor.gov)/CRS for a free and simple search tool to research us and our financial professionals.

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

**For additional information** about ATIS’s services, or if you wish to discuss investing with ATIS further, please contact us at (949) 839-3214. You may also review our website at <https://www.amtruinvest.com> or e-mail us at [info@amtruinvest.com](mailto:info@amtruinvest.com).

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