SFVPMC Customer Relationship Summary

State Farm VP Management Corp. (SFVPMC) is a broker-dealer registered with the Securities and Exchange Commission. It's important you understand the differences in brokerage and investment advisory services and fees. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers and investing.

What investment services and advice can you provide me?

We offer brokerage services to retail investors for buying and selling securities, and investment recommendations. SFVPMC offers recommendations for a brokerage account to buy, sell, and hold mutual funds, variable insurance products, and a 529 plan. SFVPMC offers brokerage services but does not offer recommendations for mutual funds SFVPMC buys and sells within small business retirement plans and buying and selling securities for brokerage accounts managed by our affiliated investment adviser, State Farm Investment Management Corp. (SFIMC). Form CRS for SFIMC can be found at this link Regulatory Notices - State Farm®. Not all of our registered representatives (RRs) can assist with all SFVPMC brokerage services available. SFVPMC does not monitor your investments. Other than accounts managed by SFIMC, you make the ultimate decision on the purchase or sale of investments. SFVPMC offers a limited menu of mutual funds within two fund families for one or two share classes, a few variable insurance products, and one 529 plan. Other broker-dealers offer funds from more fund families and/or share classes, more variable products, and/or more 529 plan options, and other types of investments. All accounts and investments we make available have investment minimums.

For Additional Information about our services see: Regulatory Notices - State Farm®

Conversation Starters

- *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?

- *Mutual funds (brokerage accounts and small business retirement plans)*: You generally will incur upfront sales charges which are deducted from your purchase. You will also incur additional upfront sales charges when you switch your investment from one fund family to the other. In addition, the funds deduct internal operating expenses and distribution fees. Sales charges, expenses and fees will vary by fund, share class and amount invested. You will also pay fees for some transactional requests such as wire transfers and, depending on the value of your account, an annual fee for certain tax-qualified accounts.
- *Variable insurance products*: You will pay contract and policy fees that include mortality fees, administration fees, fees for optional contract riders and contract surrender fees. The underlying funds of the variable insurance product also deduct internal operating expenses which vary by fund and the amount invested.
- *529 plan*: You will incur upfront sales charges which reduce the value of your purchase. The funds underlying the portfolio also deduct fees, which vary by fund and amount invested. You will also pay a program management fee, a state administration fee, a distribution and marketing fee, a fee for some transactional requests and, depending on the value of your account, an annual account fee.
- *Brokerage accounts managed by our affiliated investment adviser*: You will pay fees for some transactional requests such as wire transfers and, depending on the value of your account, an annual fee for certain tax-qualified accounts.

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 about fees and costs related to our services see: Regulatory Notices - State Farm®

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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. For mutual funds (brokerage accounts and small business retirement plans), variable insurance products (including those issued by State Farm companies), and the 529 plan, SFVPMC receives compensation from the issuers when you invest and we earn more when you invest additional funds. We may also earn more money as the value of your investments increases over time and when you exchange one investment for another. In addition, SFVPMC receives revenue sharing payments from the investment advisers for certain mutual funds based on the value of your investments over time. If you participate in certain FDIC insured deposit program(s) within your brokerage account, you will receive interest on the eligible cash. SFVPMC receives income based on the amount of eligible cash, depending on the deposit program used. The ways we make money provide an incentive for us and the RRs to make recommendations to you.

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

For Additional Information about our conflicts of interest see:

How do your financial professionals make money?

For mutual funds (brokerage accounts and small business retirement plans), State Farm Variable Products, and the 529 plan, SFVPMC RR agents, who are independent contractors, receive commissions based upon the investment amount and value over time. RR agent compensation for non-State Farm issued variable annuities is not tied to value over time, but the RR will receive higher commissions based on purchase(s), which incentivizes agents to recommend these variable annuities over other investments. For non-State Farm issued variable life policies, RR agents will receive commissions based on the premium deposited. Commission rates for State Farm variable life policies are mostly higher than for non-State Farm issued variable life policies, which creates an incentive to recommend additional investments in State Farm policies. RR agents may also be eligible for cash and non-cash incentive programs for meeting certain overall production levels (including brokerage services). Some RRs are employees of RR agents, are compensated by the RR agents, and may share in the RR agents' cash and non-cash compensation. The cash and non-cash compensation paid to any RR creates an incentive for the RR to recommend brokerage investments to you. In addition, some RR home office employees receive cash bonuses based on overall new production (including most brokerage products) of RR agents, which creates an incentive for these RR employees to encourage RR agents to recommend purchases of brokerage products to you. An RR of SFVPMC may also provide and receive compensation for advisory services when acting as an investment adviser representative of SFIMC.

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

Yes, SFVPMC and some of our RRs have reportable disciplinary history. Visit Investor.gov/CRS for a free and simple tool to research SFVPMC and our RRs.

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

Visit customer-relationship-summary.pdf (statefarm.com) where you may view a copy of this Customer Relationship Summary and get up-to-date information or by calling **(833) 919-1059.**

Conversation Starter
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?