The Benchmark Company, LLC

Form CRS - Customer Relationship Summary[1] – April 2023

Introduction

The Benchmark Company, LLC ("Benchmark", "we", "us", or "our") is registered with the Securities and Exchange Commission ("SEC") as a broker-dealer and is a member of the Financial Industry Regulatory Authority, Inc. ("FINRA") and the Securities Investor Protection Corporation ("SIPC"). 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, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

While our products and services are primarily intended for institutional investors, in limited cases we also provide various brokerage services, directly or indirectly, to a limited number of "retail investors,"[2] which may include our employees. Such products and services include the ability to buy and sell publicly listed securities (including mutual funds and exchange traded funds) and participate in initial public offerings and private placement offerings. On a limited basis, we may establish brokerage accounts for retail investors who are referred to us by our institutional customer base, which may have minimum account requirements which are disclosed. Transactions for such accounts are cleared through RBC Capital Markets, LLC. We monitor companies that are covered by our research analysts on a continuous basis and we may make recommendations regarding these companies to retail investors as well as sell such research to retail investors. In limited cases, acting as placement agent or in a similar capacity we may offer private securities that are issued, managed or sponsored by affiliates of Benchmark and/or its registered persons, including entities that are managed and/or owned by Benchmark and/or registered persons of Benchmark (each, an "Affiliated Offering"). Such affiliations and the compensation to be paid to Benchmark and to such affiliates, as well as other important disclosures including regarding investment objectives and investment eligibility, would be disclosed in the offering documents or other definitive documents relating to the Affiliated Offering. The public offerings and private placements that we may offer at any one time are generally limited in number and each has its own minimum investment requirements as set forth in its investment or offering documents or as otherwise disclosed.

Benchmark offers other brokerage products and services such as investment banking related services but not to retail investors. Not all of our financial professionals offer the full range of broker-dealer products and services we offer. We do not provide investment advisory services; we do not exercise investment discretion (except in limited cases where we are given time and price discretion) or monitor your trading decisions or account activity. Retail investors are responsible for making your own investment decisions.

For more information about our products and services, please visit benchmarkcompany.com.

Questions to ask: *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?

The principal fees and costs you will pay for our services will be transaction-based charges that you will pay when we effect transactions for you. These include commissions, commission equivalents, markups, mark-downs, spreads, placement agent fees, secondary market fees and sales and other charges, and are generally based on the total value of securities purchased or sold.

You may also be subject to indirect fees, charges and expenses at the product or entity level -- your interest in a particular investment may be subject to fees charged or paid at the entity level such as 12b-1 fees paid by mutual funds or fees and other charges (including carried interest or performance-based compensation) charged at the private fund or private entity level, including with respect to Affiliated Offerings, and expenses incurred by such entities, including private companies. Such fees, charges and other compensation may be one-time or on-going and are disclosed in the relevant investment or offering documents. Fees paid by an issuer are indirectly borne by investors as issuer costs that reduce potential profit.

[1] This disclosure is provided to comply with the SEC's Form CRS disclosure requirements. It does not create or modify any agreement, relationship, or obligation between you and The Benchmark Company LLC (or your financial professional). Please consult your The Benchmark Company, LLC agreements for all terms and conditions controlling your account and relationship with us.

[2] While you may be an "institutional account" for some purposes, you are receiving this Form CRS because you are or may be a "retail investor", which is a natural person or their legal representative using our services primarily for personal, family, or household purposes.

If you choose, you may also pay for our research services directly or by instructing another broker dealer to pay us a portion of the commissions they charge you for securities trades based on such research. Depending upon the brokerage services we provide, our fee arrangements with you can also be found in a separate contract between you and us, including, for example, if you have retained us to sell on the secondary market an interest you own in a private fund or private company.

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 or are subject to with respect to your investments.

Questions to ask: *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, and the fact that we may offer Affiliated Offerings, creates some conflicts with your interests. The more securities you buy or sell, and the higher the price, the more fees you will pay and the more we will be compensated. You should understand and ask us about these conflicts because they can affect the recommendations and services we provide you. While we attempt to temper or mitigate these conflicts and incentives, by their nature they cannot be eliminated and may be deemed to affect our recommendations. Here are some further examples to help you understand what this means:

Our compensation is related to the type of product, brokerage service, transaction or offering we provide or participate in. We may be paid by you directly, paid by an issuer, sponsor, market participant or counterparty or our compensation may be reflected in the price of a security. Because it generally increases our compensation, we are incentivized to encourage you to increase your trading activity, purchases/investments and investment amounts, and to select products and services which provide us with more compensation. As a research, sales & trading, and investment banking firm, we also generate revenue from investment banking services which also may create a conflict of interest . We will only recommend a retail investor participate in a securities offering if it is suitable and in the retail investor's best interest. Our research analysts often publish research reports for the companies with whom we have, or would like to have, an investment banking relationship. While we have procedures in place to mitigate the extent to which potential investment banking business may be influenced by our research coverage and the investment recommendations we make related to those companies, conflicts of interest, which are inherent in this industry, do exist.

Since the amount of compensation we receive also varies among the product issuers and the different types of products and services we offer, if multiple similar products and services are offered at the same time, we have an incentive to make available and recommend the products and services that pay us more compensation. We also are incentivized to promote affiliated transactions such as the Affiliated Offerings over non-affiliated transactions because of the benefits and compensation received by Benchmark and our affiliates, including registered persons of Benchmark. We can receive compensation from issuers (such as 12b-1 fees) or venues or market participants (such as payment for order flow or through commission-sharing). These payments incentivize us to continue to use these venues and sell these products over other products and to maintain these relationships.

Questions to ask: *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 paid using a combination of commissions, salary and/or bonus. Bonuses taken into account a variety of factors including market conditions, our overall financial performance and individual performance (based in part on the fees you pay). Because it generally affects, directly or indirectly, their compensation, our financial professionals have the same conflicts of interest and incentives as we do, as described above.

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

Yes. Please visit Investor.gov/CRS for a free and simple search tool to research The Benchmark Company, LLC and our financial professionals.

Questions to ask: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

For additional information about our services and financial professionals, please visit our website at benchmarkcompany.com and FINRA BrokerCheck at https://brokercheck.finra.org/. If you would like additional, up-to-date information or a copy of this disclosure, please call 212-312-6700.

Questions to ask: *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?*