

Pearl Planning – Form CRS

Pearl Planning, LLC, d/b/a Pearl Planning (“we”, “us” or “our”) is registered with the U.S. Securities and Exchange Commission (“SEC”) as an investment adviser. Investment advisory services and compensation structures differ from that of a registered broker-dealer, and it is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at www.Investor.gov/CRS. The site also provides educational materials about broker-dealers, investment advisers and investing.

What investment services and advice can you provide me?

We provide investment management services, including discretionary and non-discretionary investment management and financial planning services to individuals, trusts and estates (our “retail investors”), qualified plans, and business entities on a fee basis. We may also recommend the use of other advisers. We offer investment management and financial planning services as part of our standard combined engagement. However, we may offer to provide consultation services on a separate fee basis.

When a retail investor engages us to provide investment management services we monitor, on a continuous, periodic basis, the investments in the accounts over which we have authority as part of our investment management service. Furthermore, when engaged on a discretionary basis, we have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade and allocate the investments within your account(s) consistent with your investment objectives. Our authority over your account(s) will continue until our engagement is terminated. When providing advisory services to held-away accounts, we leverage a platform provided by Pontera Solutions. You do not pay any additional fees in accordance with the use of Pontera and your fee will be established through a separate written agreement with us. We also offer a cash management program made available through an unaffiliated third party. Client participants pay us a 0.10% administrative fee (based upon account assets under administration). When we provide financial planning services, we rely upon the information provided by the client for our financial analysis and do not verify all such information while providing this service.

We do not limit the scope of our investment advisor services to proprietary products or a limited group or type of investment. We do not require a minimum asset level or impose a minimum fee for our services.

Additional Information: For more detailed information about our *Advisory Business* and the *Types of Clients* we generally service, please See Items 4 and 7, respectively in our ADV Part 2A.

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?*

What Fees will I pay?

When engaged to provide investment management and financial planning services, we charge a fee calculated as a percentage of your investments under our management (our “Fee”). Our annual fee generally does not exceed 1.30%. In certain limited circumstances, we may offer to provide services on a negotiated fixed fee basis.

We deduct our financial planning and investment advisory fees from one or more of your accounts on a quarterly basis. Because our fees are calculated as a percentage of managed investments, the more investments we manage, the more you will pay for our planning and investment advisory services. Therefore, we have an incentive to encourage you to consolidate investments under our management and supervision.

We offer consulting services on separate fixed or hourly rate basis, which shall be agreed to prior to commencing services.

Other Fees and Costs: Your investment assets will be held with a qualified custodian. Custodians generally charge brokerage commissions and/or transaction fees for effecting certain securities transactions. In addition, relative to all mutual fund and exchange traded fund purchases, certain charges will be imposed at the fund level (e.g. management fees and other fund expenses).

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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.

Additional Information: For more detailed information about our fees and costs related to our management of your account, please See Item 5 in our ADV Part 2A.

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 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 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 investment advice we provide you. As an example, certain advisers providing investment advice on behalf of our firm are licensed as independent insurance agents. These individuals will earn commission-based compensation for selling insurance products. Insurance commissions are separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend insurance products to you which will generate commissions.

Conversation Starter:

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

Additional Information: For more detailed information about our conflicts of interest, please review our ADV Part 2A.

How do your financial professionals make money?

Our financial professionals are paid in various ways. One professional receives a percentage of the revenue they generate for the firm each quarter. Another is paid a salary and may receive a discretionary bonus that is not tied to assets under management or the revenue they generate. The Firm's owner receives compensation from the profits of the company after expenses are paid.

You should discuss your financial professional's compensation directly with your financial professional. Some of our financial professionals are licensed insurance agents and will receive additional commission-based compensation in connection with the purchase and sale of insurance.

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

No. We encourage you to visit www.Investor.gov/CRS to research our firm and our financial professionals.

Conversation Starter: *As a financial professional, do you have any disciplinary history? If so, for what type of conduct?*

Additional Information

Additional information about our firm is available on the SEC's website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer Melissa Joy at any time to request a current copy of your ADV Part 2A or our *relationship summary*. Our Chief Compliance Officer may be reached by phone: (734) 274-6744.

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