

## 1. Introduction

**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](http://www.Investor.gov/CRS). The site also provides educational materials about broker-dealers, investment advisers and investing.

## 2. Relationships and Services

### 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”) on a fee basis. 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 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.

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 *Form 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?*

## 3. Fees, Costs, Conflicts, and Standard of Conduct

### 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 do not require a minimum asset level or impose a minimum fee for our services.

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).

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 [Form 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, we may recommend a particular custodian to custody your assets, and we may receive support services and/or products from that same custodian, certain of which assist us to better monitor and service your account while a portion may be for the benefit of our firm.

#### 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 [Form ADV Part 2A](#).

#### How do your financial professionals make money?

Our financial professionals are compensated on a salary basis. However, certain of our financial professionals may receive additional distributions. You should discuss your financial professional's compensation directly with your financial professional.

## 4. Disciplinary History

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

No. We encourage you to visit [www.investor.gov/CRS](http://www.investor.gov/CRS) to research our firm and our financial professionals.

Furthermore, we encourage you to ask your financial professional: *As a financial professional, do you have any disciplinary history? If so, for what type of conduct?*

## 5. Additional Information

Additional information about our firm is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may contact our Chief Compliance Officer at any time to request a current copy of your [Form ADV Part 2A](#) or our relationship summary.

Our Chief Compliance Officer may be reached by phone: (810) 732-7411.

#### 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?*

A copy of our [Form ADV Part 2A](#) is available [here](#)