

# Principled Advisors, Inc.

## Form CRS - Customer Relationship Summary

June 28, 2021

### Item 1. Introduction

Principled Advisors, Inc. is registered with the Securities and Exchange Commission (SEC) as an investment advisor. Investment advisory and brokerage services and fees differ, and it is important for the retail investor to understand these differences. This document gives you a summary of the types of services that we provide to retail investors and how you pay.

Please ask us for more information. Free and simple tools are available to research firms and financial professionals at [www.Investor.gov/CRS](http://www.Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisors, and investing.

### Item 2. Relationships and Services

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

**Services:** We provide fee-based investment advisory services directly to individuals, high net worth individuals, and pension and profit sharing plans. Our services include: portfolio management, pension consulting and selection of other advisors.

**Monitoring:** We offer you advice on a regular basis as a part of our standard services. We will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account. We will contact you when we become aware of a significant change in the market or to your individual circumstances.

**Investment Authority:** We typically do not maintain “discretionary authority” over accounts.

**Investment Offerings:** Our investment advice is not limited to a particular type of security. We provide advice with respect to mutual funds, equities, fixed income, and cash investments.

**Account Minimums:** We typically do not impose account minimums.

Ask us for our **Form ADV Part 2A Brochure** for complete details about our services and fees.

*Conversation Starter: Ask your financial professional:*

- *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?*

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

*What fees will I pay?*

**Principal Fees and Costs:** You will pay an on-going, mutually-agreed asset-based fee either at the beginning or end of each month or quarter for our services (as agreed in your contract), based on the value of the cash and investments in your advisory account. The more assets there are in your account, the more you will pay in fees, and the firm may therefore have an incentive to encourage you to increase the assets in your account. Our standard fee is 1% of assets per year. We routinely negotiate lower fee arrangements for clients at our sole discretion.

**Other Fees and Costs:** You are responsible for all custodial and securities broker-dealer execution fees charged by the custodian and executing broker-dealer. Our asset-based fee is separate and distinct from the custodian and broker-dealer execution fees. Some investments (such as mutual funds) impose additional fees that will reduce the value of your investment over time. Clients who hire

our services on a dual-contract basis will pay additional management fees directly to the third-party with whom the client has also contracted. These fees are separate and distinct from our fees.

**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.

*Refer to our Form ADV Part 2A Brochure, Item 5.A.B.C.D. for more detailed information about our fees.*

*Conversation Starter: Ask your financial professional:*

- *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. Here are some examples to help you understand what this means:

We may recommend a particular custodian from whom we receive support services and/or products, certain of which assist us to better monitor and service your account.

*Conversation Starter: Ask your financial professional:*

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

*How do your financial professionals make money?*

Our financial professionals are compensated through a combination of salary and bonus. Salary is tied to the amount of client assets that the professional manages and services. Bonuses are discretionary, and reflect the overall success of the firm and the individual.

## **Item 4. Disciplinary History**

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

No. We have no legal or disciplinary history to report. Free and simple search tools are available to retail investors who visit [www.Investor.gov/](http://www.Investor.gov/) to research our firm and financial professionals.

*Conversation Starter: Ask your financial professional:*

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

## **Item 5. Additional Information**

For additional information about our services, or for a copy of this relationship summary, please contact:

Anthony Girellini, Chairman & CEO 877-860-0900

*Conversation Starter: Ask your financial professional:*

- *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?*