



# PROMONTORY

## FINANCIAL PLANNING

### Form CRS – Client Relationship Summary

#### Introduction

Promontory Financial Planning, LLC (PFP) is an investment advisor registered with the Securities and Exchange Commission. We feel it is important for you to understand how fees differ between advisory and brokerage services in order for you to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS). This sight also provides educational materials about investment advisors, broker-dealers and investing.

#### What types of investment services and advice can you provide me?

As an SEC registered investment advisor, PFP offers its investment advisory services to retail investors for an ongoing fee based on your account value. Our advisory services include wealth management and financial planning. We also offer consultations on wealth transfer, estate planning, income taxes, retirement planning, education funding, retirement income planning and charitable gifting. If you open an account with our firm, we'll meet with you to understand your current financial situation, existing resources, goals, and risk tolerance. Based on what we learn, we'll recommend a portfolio of investments that is regularly monitored and if necessary, rebalanced to meet your changing needs, stated goals and objectives.

Our accounts are managed on a *discretionary basis* which means we don't need to call you when buying or selling investments in your account. You will sign an investment management agreement giving us this authority. This agreement will remain in place until you or we terminate the relationship. Additional information about our advisory services is located in Item 4 of our Firm Brochure which is available online at [www.promontoryfp.com/adv](http://www.promontoryfp.com/adv)

Other Questions to Ask Us:

- 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 those qualifications mean?

#### What fees and costs will I pay?

You will be charged an ongoing fee that is calculated and collected on a quarterly basis based on the value of the investments in your account. Please ask your adviser to give you personalized information on all of the fees and costs that you will pay. Our fee schedule ranges from .25% to 2.00% depending on the value of the investments in your account. Larger accounts receive lower fees. Our fees vary and are negotiable. Our incentive is to increase the value of your account over time which will increase the fees we receive. The quarterly fees will be automatically deducted from your account. At time of engagement, PFP will provide you with an Advisory Agreement and an account application which both document your specific advisory fee.

The custodian that holds your assets may charge you a transaction fee when we buy or sell an investment. The transaction fees are in addition to our advisory fee for our investment advisory service. You could also pay charges imposed by the custodian holding and maintaining your investments accounts. Some investments, such as mutual funds and exchange traded funds charge additional fees that will reduce the value of your investments over time. Fund prospectus are provided detailing these fees and expense. 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.



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Additional information about our fees is located in Item 5 of our Firm Brochure. Our Firm Brochure is available online at [www.promontoryfp.com/adv](http://www.promontoryfp.com/adv).

Other Questions to Ask Us:

- Help me understand how these fees and costs will 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?
- How do you determine what fee I will be charged?

### **What are your legal obligations to me when acting as my investment adviser? How 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 is an example to help you understand what this means: Our firm's financial professionals include licensed insurance agents who sell insurance products for a commission. They have an incentive to recommend insurance to you in order to increase their compensation.

Additional information about our conflicts of interest can be found in our Firm Brochure under Item 11 which is available online at [www.promontoryfp.com/adv](http://www.promontoryfp.com/adv)

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

No, PFP as a firm does not have a legal or disciplinary history. Yes, a financial professional has a legal history.

Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals. Please also review each advisors ADV brochure supplement ADV Part 2 for background information and history of each advisor. This document is also provided to clients annually and at time of engagement.

You can find additional information about our firm's investment advisory services on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) searching CRD #153666. You may also contact our firm at (801) 513-2545 and be directed to your investment professional.

Other Questions to Ask Us:

- Who is my primary contact person?
- As a financial professional, do you have any disciplinary history? If so, for what conduct?
- 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?
- How might your conflicts of interest affect me, and how will you address them?