

# Form CRS – Client Relationship Summary

Planning Capital Management

October 29, 2021



Planning Capital Management is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Financial professionals are typically considered to be either a broker, an investment adviser or both. We are investment advisers. **Services and fees differ, and it is important for you to understand the differences.**

Free and simple tools and videos are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides additional educational materials about brokers, investment advisers, and investing in general. We strongly encourage you to visit and to take the time necessary to explore and learn.

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

We offer investment advisory services to retail investors. These services include personal wealth management; financial planning, investment management, risk management, retirement, income tax, education, estate, cash flow, and other planning such as executive compensation, based on your unique situation. The management of your portfolio is in accordance with our agreed upon investment objective and risk target. Specifically, we will advise you on the underlying securities and amounts to buy, sell, and hold. We can complete all the transactions for you, unless investments are held outside of our discretion (i.e., in your company 401(k) plan).

**Monitoring:** Part of our standard service that is also included in our personal wealth management fee is the ongoing monitoring of your investments. We review all portfolios daily for rebalancing and tax opportunities as well as managing and monitoring incoming and outgoing cash needs. In addition to monitoring portfolios, we review the underlying investments on an ongoing basis. This includes comparing performance and expenses of the underlying securities to its peers and appropriate benchmark.

A summary performance report is produced on a quarterly basis. In addition, we utilize independent, third-party custodians to safeguard and house your assets. The custodian delivers account statements directly to you on monthly basis. You have direct access to your custodian's website, and we also provide you with access to a client portal that is updated daily.

**Investment Authority:** As a fiduciary, we are legally obligated to act in your best interests at all times. Part of our standard service that is also included in our personal wealth management fee, we can agree to make all or some of the decisions for you. We will accept discretionary authority to make decisions and transact trades on your behalf to best optimize your portfolio in accordance with your objectives. The authority is given to us by you and will remain in effect unless you revoke such authority. We do not have any requirements for you to open or maintain an account or establish a relationship with us, such as a minimum account size or investment amount. Please refer to our Form ADV Part 2A, which can be found on our website, for more information – <https://planningcapital.com/adv>

### PLEASE 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 these qualifications mean?

## What fees will I pay?

The majority of existing and all new personal wealth management clients are charged a fixed financial planning fee plus a percentage fee of managed assets, paid on a quarterly basis. The fees for new clients are based on factors including total investable wealth as well as an evaluation of each client's unique financial, tax, business, and family complexity. Fees typically start at a minimum of \$1,250 per quarter (\$5,000 annually) in total.

The fee can be adjusted up or down when material changes occur in client's total investable wealth and/or complexity. Examples of material changes would be the acquisition or sale of a business; acquisition of material corporate stock options, acquisition or sale of illiquid investment or real estate investment properties, inheritance, the depletion of assets during retirement or family/multi-generational planning that increases the complexity of your planning needs.

Should a change to your fee be warranted, you will be notified in advance.

## In addition to Planning Capital's fee for personal wealth management services, what other costs are there?

Planning Capital Management does not receive any commissions or compensation beyond the engagement fees paid directly by the client. In other words, as a client of Planning Capital Management, the fee you pay is 100% of the revenue we earn and receive from you.

There are other costs in addition to the fee you pay to Planning Capital Management. The custodian provides trading and reporting services giving you direct access to account balances, transactions, statements, and tax forms. A portion of their revenue for providing these services to you and us comes from transaction fees incurred while executing trades at our instruction. These transaction fees can range from \$0 to \$25 per trade. In addition, we utilize mutual funds and exchange traded funds (ETFs) which both charge operating expenses. These expenses are netted out of the return you receive from the underlying investments you own and therefore will reduce any amount of money you make on your investments, over time. We attempt to minimize custodian and fund expenses whenever possible. A great tool for analyzing fund costs can be found here: <https://www.finra.org/investors/tools-and-calculators/using-finra-fund-analyzer#TotalCosts>

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.

### PLEASE ASK US:

**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 is going to work 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 interests do you have?

When we act as your investment adviser, we must 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: 1) There is a conflict of interest when we recommend to you to transfer accounts from other firms to us; 2) There is a conflict of interest when we recommend rolling over retirement plan assets to an IRA; 3) The larger your total investable wealth, including investment assets, the higher the fee you will pay us and therefore, we have an incentive to encourage you to increase your total wealth; 4) There is a conflict of interest when our custodian, Charles Schwab, offers services, technology, software and discounts to our personnel to attend educational conferences. This presents a conflict of interest as it may indirectly influence our recommendation of a custodian for custody and brokerage services. For more detail on our potential conflicts of interest, please see Item 14 of our Form ADV Part 2A found on our website – <https://planningcapital.com/adv>

We do not have any Proprietary Products, Third-Party Payments, Revenue Sharing, or Principal Trading incentives.

### PLEASE ASK US:

**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 salaried employees. Their compensation is based on role, experience, and responsibilities. Bonuses can be earned for developing new client relationships. Our compensation is not tied to any transactions or products recommended.

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

No, our financial professionals have no reportable legal or disciplinary history. Visit [investor.gov/CRS](http://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

### PLEASE ASK US:

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

## Additional Information:

For additional information about our services, please visit our website at <https://planningcapital.com/>. If you would like additional, up-to-date information or a copy of this disclosure, please call (215) 709-5100 or email [info@planningcapital.com](mailto:info@planningcapital.com).

### CONVERSATION STARTERS. PLEASE ASK US:

**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?**