

## Form CRS (Client Relationship Summary)

Dated: February 27, 2024

### Item 1: Introduction

Private Financial Management LLC ("We", "our", "us", "Advisor") is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

### Item 2: Relationship and Services

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

We offer investment advisory services to retail investors. We provide wealth management services which consist of Ongoing Financial Planning and Execution where a client can also elect to have PFM manage their investable assets.

#### Monitoring:

When we are managing your investable assets, your investment accounts will be monitored and reviewed regularly on at least a quarterly basis by our firm. We will provide advice to you regarding the investments and allocation of your accounts to ensure they are positioned appropriately based on your needs, goals, and objectives. We develop and maintain a target asset allocation with you primarily through a cash need analysis which may be augmented based on personal discussions regarding your values, risk tolerance, outlook, and importance of competing goals.

#### Investment Authority:

Through our Investment Management service, we maintain **discretionary authority** where you authorize us to buy and sell investments without obtaining your consent prior to each transaction.

#### Limited Investment Offerings:

We advise on and recommend a wide variety of investment based on the needs each client. We do not offer advice only with respect to proprietary products nor to a strictly limited menu of products or types of investments.

#### Account Minimums and other Requirements:

There is no account size requirement for retail investors to open or maintain an account under our management.

**For additional information, please review Item 4, 7, and 13 of our Form ADV Part 2A.**

#### Ask your Adviser:

- ***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?

The amount of fees you pay to our firm and the frequency in which you are billed depends on the services being provided. Our core service, Ongoing Comprehensive Financial Planning and Execution, starts at \$6,250 per quarter. We include the management of any investment accounts in that fee until the total account value exceeds \$2,500,000. For assets managed above \$2,500,000 the client will incur a quarterly fee between 0.35% and 0.75% depending on the amount of assets being managed by our firm.

We are paid for investment management based on a percentage of your managed account value once assets exceed \$2,500,000. This means the more assets that are in your advisory account, the more you will pay in fees, and therefore we have an incentive to encourage you to increase the assets in your account. This is a conflict of interest. However, we mitigate this by ensuring all recommendations and investment decisions we make are in your best interest.

Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which you may incur. Additional fees you may pay include certain charges imposed by custodians such as custodial fees, deferred sales charges, or other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange-traded funds also charge internal management fees, which are disclosed in a fund's prospectus.

**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. For additional information, please review Item 5 of our Form ADV Part 2A.**

***Ask your Adviser: 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. For example, when fees are based on a percentage of managed assets, the amount we are paid increases as your account value increases.

***Ask your Adviser: 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 compensated on a salary basis and are not paid commissions or other compensation based on the amount of the business generated from their work.

#### **Item 4: Disciplinary History**

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

No. You can visit [Investor.gov/CRS](https://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

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

#### **Item 5: Additional Information**

You can find additional information regarding our firm and receive a copy of this relationship summary by visiting our website at [privatefinancialmanagement.com](https://privatefinancialmanagement.com) or by contacting (510) 701-6392.

***Ask your Adviser: 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?***

## **SUMMARY OF MATERIAL CHANGES**

Since this is the initial filing of Form CRS, there have been no material changes. We will provide a summary of material changes should they occur in the future.