

Form ADV Part 3 – CLIENT RELATIONSHIP SUMMARY

Introduction

Our firm, Prospettiva Financial LLC, is registered as an investment adviser with the U.S. Securities and Exchange Commission. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available for you to research firms and financial professionals at [investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

Relationships and Services

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

**Description of Services:** We offer investment advisory services to retail investors. These services include wealth management which is a combination of financial planning (which may include retirement planning, tax planning, estate planning, and more) and asset management. We work closely with you to learn more about your financial situation, your goals and objectives, and your risk tolerance in order to develop your financial plan. Our firm also offers standalone Financial Planning.

**Monitoring:** We provide services to individual, joint, retirement, trust and estate accounts, as well as to charitable foundations. We primarily use mutual funds and exchange-traded funds in constructing portfolios. We do not make available or offer advice with respect to proprietary products or a limited menu of products or types of investments. As part of our services, we monitor portfolios and securities in accounts on a regular and continuous basis. We also meet with you periodically, depending on your needs.

**Investment Authority:** We manage accounts on a discretionary basis. After you sign an agreement with our firm, we're allowed to buy and sell investments in your account without asking you in advance. Any limitations will be described in the signed advisory agreement. We will have discretion until the advisory agreement is terminated by you or our firm.

**Additional Information:** For more detailed information on our relationships and services, please see Item 4 – Advisory Business, Item 7 – Types of Clients, and Item 13 – Review of Accounts of our Form ADV Part 2A available via our firm's Disclosures page, <https://adviserinfo.sec.gov/firm/summary/148760> or on our website, <https://prospettivafinancial.com/disclosures>

**Conversation Starters:** *Given my financial situation, should I choose a brokerage service? Why or why not? 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?*

Fees, Costs, Conflicts, and Standard of Conduct

**What fees will I pay?**

**Description of Principle Fees and Costs:** Our annual asset-based fees for wealth management will not exceed 1.25%. This fee is collected on a quarterly basis and calculated as a percentage of the value of the cash and investments in your account[s] that we manage. The fees for our financial planning service ranges from \$8,000 to \$20,000 depending on the scope and complexity of the project. Further, in certain cases our firm will use Third Party Money Managers to invest your funds. Third Party Money Managers will charge you a fee in addition to our Wealth Management fee.

**Other Fees & Costs:** In addition to our advisory fee, you will also be responsible for fees charged by other firms, such as custodian, mutual fund and ETF companies, and brokerage firms. The custodian that holds your assets charges you a transaction fee when we buy or sell an investment for you. The custodian's transaction fees are in addition to our firm's fee. You may also pay charges imposed by the custodian holding your accounts for certain investments and maintaining your account. Some investments, such as mutual funds and exchange-traded funds, charge additional fees that will reduce

the value of your investments over time. In certain cases, we select third party money managers to assist us with managing your account. If selected, they will charge you a fee, which will be described to you in their Form ADV and/or agreement.

**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. For more detailed information on our fees, please see Item 5 – Fees and Compensation of our Form ADV Part 2A available via our firm’s Disclosures page, <https://adviserinfo.sec.gov/firm/summary/148760>, or on our website, <https://prospettivafinancial.com/disclosures>

**Conversation Starters:** *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?**

**Standard of Conduct:** *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 are financially incentivized to encourage you to place more assets in your advisory account as you will ultimately pay more in advisory fees, which influences our recommendations, such as whether or not to pay off a mortgage, advice regarding large gifts to charities or family members, etc.

**How do your financial professionals make money?** Our financial professionals are compensated based on an agreed-upon annual salary. Additionally, they receive discretionary bonuses.

**Conversation Starter:** *How might your conflicts of interest affect me, and how will you address them?*

**Additional Information:** For more detailed information on conflicts of interest, please see Item 11 – Code of Ethics, Participation of Interest in Client Transactions and Personal Trading and Item 14 – Client Referrals and Other Compensation of our Form ADV Part 2A available via our firm’s Disclosures page, <https://adviserinfo.sec.gov/firm/summary/148760>, or on our website, <https://prospettivafinancial.com/disclosures>

#### Disciplinary History

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

No. This information is also reflected in Item 9 – Disciplinary Information of our Form ADV Part 2A available via our website, <https://prospettivafinancial.com/disclosures>. Please visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

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

#### Additional Information

You can find additional information about our investment advisory services by viewing our Form ADV Part 2A available via <https://adviserinfo.sec.gov/firm/summary/148760> or on our website, [prospettivafinancial.com](https://prospettivafinancial.com). You can request up to date information and a copy of our client relationship summary by contacting us at [info@prospettivafinancial.com](mailto:info@prospettivafinancial.com) or (415) 362-8636.

**Conversation Starters:** *Who is my primary contact person? Is he or she a representative of an investment advisor? Who can I talk to if I have concerns about how this person is treating me?*