

Form ADV Part 3: Relationship Summary

Peak Investment Advisors, Inc.

Introduction

Peak Investment Advisors, Inc. ("Peak Investment Advisors" or "we") is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

What Investment Services and Advice Can You Provide Me?

Description of Services: Peak Investment Advisors offers investment advisory services primarily to retail investors. Our investment advisory services include: Asset Management Services and Financial Consulting Services.

Asset Management Services: We provide asset management services which involves us managing and trading your designated account(s). We will discuss your investment goals and design a strategy to try and achieve your investment goals. As a standard part of our services, we will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. When engaging us for asset management services, you can choose whether you'd like us to provide services on a **discretionary** basis (we will have the authority to determine the type and amount of securities to be bought or sold in your account) or a **non-discretionary basis** (we will have to confirm any trades in your account with you before we place them).

Financial Consulting Services: We provide financial consulting services. Financial consulting is used when a written financial plan isn't needed. It involves one time and/or ongoing meetings to discuss your financial situation.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios designed to be suitable for each client relative to that client's specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer's platform. We do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: We require a minimum of \$500,000 in order to open an account managed by us. To reach this account minimum, you can aggregate all household accounts. There is no minimum fee charged for financial consulting services provided on an hourly basis.

Conversation Starters: *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?

Description of Principal Fees & Costs: Fees charged for our asset management services are charged based on a percentage of assets under management, billed in arrears on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last business day of the current billing period. The annual fee for asset management services will be 1.00%. This fee is negotiable based on the level of services provided, the account size and the types of investments. Because our fee is based upon the value of your account, we have an incentive to recommend that you increase the level of assets in your account. You will also incur other fees and expenses. The broker-dealer/custodian on your account will charge you transaction fees for executing trades in your account. You will also be charged internal fees and expenses by the funds we invest in within your account.

Financial consulting services are provided under an hourly fee arrangement. An hourly fee of \$300 is charged by us for financial consulting services. Hourly fees are due immediately upon completion of the financial consultation. Any fees we charge for financial consulting services will not cover the costs associated with implementing any recommendations we may make.

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 information, please see **Item 5 of Form ADV Part 2A**.

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.

1) To the extent we recommend you roll over your account from a current retirement plan to an individual retirement account ("IRA") managed by us and subject to our asset-based investment advisory fees, this is a conflict of interest because we have a financial incentive to recommend that you move your IRA to us even if it is not in your best interest. 2) When we provide asset management services, we will ask that you establish an account with Charles Schwab & Co., Inc. to maintain custody of your assets and to effect trades for your account. Our recommendation to use Charles Schwab & Co., Inc. is not based solely on your interest of receiving the best execution possible. They provide us with research, products and tools that help us manage and further develop our business operations. As a result, we do not have to pay for such benefits, which creates a conflict of interest. 3) We actively manage our own personal accounts while at the same time managing your accounts and other client accounts. This creates different conflicts of interest for which we have developed procedures to mitigate and control for those conflicts. 4) Our investment adviser representative also serves as a licensed CPA offering accounting services. A conflict of interest exists whenever there is a recommendation to utilize the accounting services of our representative.

Additional Information: For more information about our conflicts of interests and the ways we are compensated, please see **Item 4, 5, 10, 11 and 12 of Form ADV Part 2A**.

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

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: We compensate our investment adviser representatives based on the level of assets that the representative brings in to us. This creates a conflict of interest as it gives your representative an incentive to recommend you invest more in your account with us due to the potential for increased payments.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

Yes. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

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

Additional Information About Peak Investment Advisors

Additional information about us and a copy of this relationship summary are available on the Internet at <https://peakinvestmentadvisors.com>. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/113967>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at 719-260-6475.

Conversation Starters: *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?*