



ROBERT PRISKE, LLC
Fee-only Investment Advisor

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Form ADV Part 2A: Firm Brochure and Supplement

March 2024

Item 1. Cover Page

This brochure provides information about the qualifications and business practices of Robert Priske, LLC. Brochures are not specifically approved or verified by the United States Securities and Exchange Commission or the state securities authority. Additional information about Robert Priske, LLC is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2. Material Changes

Robert Priske, LLC has no material changes to report. If applicable, a summary of material changes will be provided each year.

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Item 4. Advisory Business

Robert Priske, LLC is an independent fee-only investment advisory firm. The firm is solely owned by Robert Priske and has been conducting business in Honolulu since 1987. Robert Priske, LLC has assets under management (AUM) above the state registration requirements. AUM as of December 31, 2023 are \$150,700,000.

Robert Priske, LLC provides investment services primarily to individuals, pension plans, trusts, and corporations with a focus on investments and financial planning. Securities are rebalanced as circumstances and investment conditions change. Clients may favor investing in certain securities and sectors. Follow-up includes meetings, discussions, e-mails and updates to personal balance sheets and financial action plans. Robert Priske, LLC does not have a subsidiary and does not participate in wrap-fee programs. Legal advice and tax preparation are not part of our services.

We:

- Are an independent advisory firm with no outside influences.
- Are a "fee-only" advisor. There are no commission sales to compromise our integrity.
- Have advisory fees which are competitively priced.
- Consolidate account values by household for billing to allow our clients to benefit from our tiered fee structure.
- Utilize tax-saving strategies to reduce the impact of income taxes for our clients.
- Manage client portfolios to align with their investment objectives and risk tolerance.
- Invest in low-cost mutual funds and exchange traded funds.
- Have discretionary trading authority for timely investing.
- Offer personal financial planning advice, recommendations, and services at no additional costs.

Item 5. Fees and Compensation

The quarterly fee is .002 of the account balance for accounts up to \$2 million and discounted thereafter per the following fee-schedule:

\$ 500,000 to \$2,000,000 = 0.00200 per quarter
 \$2,000,001 to \$3,000,000 = 0.00150 per quarter
 \$3,000,001 to \$10,000,000 = 0.00125 per quarter

Management fees are billed in arrears and deducted after quarter-end electronically from the investment account. Authorization for the automatic deduction of fees from each account is contained in the custodian's brokerage account application. Fees are separately shown on the monthly statements from the custodian. Clients are encouraged to review each statement for accuracy.

Asset management clients are not charged fees for financial planning. For others, the rate is \$350 per hour. There are no commissions. Custodian fees may apply to brokerage activity in the accounts. These include exchange fees of generally less than \$1.00 per stock trade, money market fund expense fees, 12B-1 trail fees from mutual funds, and mark up on bond trades.

Robert Priske LLC reserves the right to discount or waive its fees at its own discretion. Fees are exclusive of any brokerage commissions, transaction fees, mutual fund fees and other related costs. Either party may terminate the advisory agreement upon 30 days of written notice. Fees are not charged in the quarter of termination.

Item 6. Performance-Based Fees (Not applicable)

Advisor does not charge performance-based fees (fees based on a share of capital gains/capital appreciation of client assets).

Item 7. Types of Clients

Individuals, pension plans, trusts, and corporations seeking investment management. Accounts generally begin at \$500,000.

Item 8. Methods of Analysis, Investment Strategies, and Risk of Loss

Our firm selects investments through fundamental, technical and cyclical analyses. Primary sources for information include research materials prepared by institutions such as Standard & Poor and Morningstar, annual reports and prospectuses, company press releases, inspections of corporate activities, corporate rating services, financial newspapers, magazines and websites.

Robert Priske, LLC utilizes multiple portfolio strategies consisting of long-term purchases, short-term trades, short sales, margin transactions, and options. Investments include equities, exchange-traded funds and notes, no-load (no sales commissions) open-end mutual funds, REITs, ADRS, foreign issues, warrants, debt securities, certificates of deposit, municipal securities, government securities, and options contracts.

Investing in securities involves risk of loss that clients should be prepared to bear. Common investment risks include:

- Overweighted sectors and stocks which may be vulnerable to market downturns.
- Market timing risk such as missing market moves when not in equities.
- Market shifts from unforeseen disasters, political, social, and economic events.
- Fluctuations in interest rates, currency exchange rates and inflation.

Investments are expected to rise and fall in value, particularly in the short term. Past performance is no guarantee of future results. We do not manage individual cryptocurrency accounts. We may incorporate cryptocurrency ETFs that are publicly traded on the major US Stock exchanges upon client request.

Item 9. Disciplinary Information (None)

There are no legal or disciplinary events compromising the integrity of our firm and the services provided.

Item 10. Other Financial Industry Activities and Affiliations

None.

Item 11. Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Robert Priske, LLC maintains a code of ethics to promote professional conduct. We value the confidence and trust of our clients and have established procedures to ensure compliance. This includes restrictions on communicating or acting upon non-public information.

Robert Priske, LLC trades for clients in securities in which Robert Priske or related persons may also trade. The firm buys or sells securities for itself that it also recommends to clients. To ensure personal transactions do not take precedence over the client, the firm requires all trading in positions for personnel in entry of a block or set of trades come after client trades are executed. We may hold personal and family accounts at risk in the same positions as clients.

The firm has adopted a Code of Ethics pursuant to Rule 204A-1 under the Investment Advisers Act of 1940. The code is based on the principle that clients' interest comes first. Copies of the Code are available to clients or prospective clients upon request.

Item 12. Brokerage Practices and Safekeeping

Custodian and brokers we use: Robert Priske, LLC is independently owned and operated. Custodians will hold client assets in a brokerage account and buy and sell securities when instructed. Clients will ultimately decide whether to open an account with the custodian by entering into an account agreement directly with them. We may assist clients in opening accounts with their authorization and signature. We recommend that our clients use Charles Schwab & Co. Inc., a registered broker-dealer SIPC member, as the qualified custodian for their accounts.

How we select custodians: When evaluating the terms and services that the custodian provides, we consider a wide range of factors, including the capability to execute, clear and settle trades, capability to facilitate transfers and payments to and from accounts, available investment products, quality of services, reputation, financial strength, security and stability.

Brokerage and custody costs: Custodians do not charge separately for custody services but may be compensated by charging fees on trades that are executed or settled into the account. Certain trades (e.g. mutual funds and ETFs) may incur transaction fees. Custodians are also compensated by earning interest on the uninvested cash in the account. We are not required to select the broker or dealer that charges the lowest transaction cost, even if that broker provides execution quality comparable to other brokers. We review our choice of custodian each year to ensure we are recommending to our clients a custodian with favorable trading and servicing terms. Currently our accounts are held at Charles Schwab, though we may still use a secondary custodian for certain accounts.

Products and Services Available from Custodians. Custodians we use provide our firm and our clients with access to their institutional brokerage services (e.g. trading, reporting). Custodians make available to our firm products and services that benefit us in addition to benefits for the clients. Such services include educational services and conferences, technology and compliance support, as well as assistance with back-office functions, record keeping, and client reporting.

Robert Priske, LLC may at times participate in soft-dollar benefits, such as a software platform from custodians. The availability of these services from our custodians benefits us and may be an incentive for us to recommend these custodians. Yet we believe that taken in the aggregate, our selection of custodian is in the best interest of our clients. Our selection is primarily supported by the scope, quality, and price of custodian services and not custodian services that benefit only our firm.

Cyber Security Measures. Robert Priske, LLC subscribes to Microsoft Office Enterprise E3 which uses Office 365 Message Encryption (OME) to send encrypted email messages. Confidential communications and documents within email messages are encrypted when needed. Secured cloud storage is used to transfer documents to and from clients when transmitting confidential data.

Our firm has comprehensive cyber insurance coverage. We actively monitor our systems to identify risk, consistently update anti-virus software subscriptions, and utilize advanced firewall and network security to protect our data.

As part of our brokerage practice, we utilize DocuSign which is available through our custodian. eSignature is a timely and secure way to help clients sign forms, eliminating the need for printing, wet signatures, and mailing or faxing.

Procedures regarding cyber security measures are detailed in our Compliance Manual, Section 16: Data and Cyber Security Policies.

Item 13. Review of Accounts

Robert Priske, LLC conducts regular reviews of accounts. Billed accounts are reviewed at least quarterly. Financial planning reviews are dependent on the client. Monthly and quarterly performance reports show individual performance of each account, which may lead to a more in-depth examination of specific accounts. These reports are delivered based on the client's individual preference for electronic or paper reports.

A monthly account statement is provided for all accounts from the safekeeping brokerage firm. The statement shows both monthly and year-to-date performance, as well as management fees, transactions, deposits and withdrawals, and other expenses (such as wire fees and foreign taxes paid). The brokerage firm also sends out trade confirmations (paper or electronic) and year-end tax reports (including Form 1099 and gain and loss reports).

Clients may also access performance, balances, trade confirmations, and other transactions directly online through the brokerage firm's website. In addition to the monthly statements from the custodian, Robert Priske, LLC may prepare detailed performance reports by request either quarterly or annually. These reports are computer generated and may show monthly transactions, withdrawals and deposits of cash and securities, journals, transfers, monthly balances, as well as a year-to-date performance summary.

Item 14. Client Referrals and Other Compensation

Robert Priske, LLC does not have a referral program with any brokerage firm and does not pay for referrals.

Item 15. Custody

Robert Priske, LLC uses Charles Schwab & Co. Inc. as its primary custodian and brokerage for client assets. The firm has chosen this custodian based on its reasonable commission structure, financial stability, and Institutional support services. All clients are full customers of Schwab and may call or walk into any Schwab office for service.

Assets are maintained in an account with a qualified custodian. Our firm links to these custodian-held accounts for trading, money movement and other account servicing actions. The custodian sends email and mail communications directly to clients, including monthly statements reflecting balances, positions, and fees, year-end tax reporting, tax notices, updates to disclosures and laws, and proxy-voting materials (if client elects to retain voting rights). Clients receive account statements directly from the custodian which are delivered to the email or mailing address the client provides to the custodian. It is recommended that clients carefully review those statements promptly upon receipt and compare custodian statements with the periodic reports provided by our firm.

Robert Priske, LLC does not maintain custody of assets, although we may be deemed to have custody of assets if given authority to transfer assets from the client's investment account into the client's checking account. Under regulations, investment advisors are deemed to have custody if, for example, the client authorizes the investment advisor to deduct quarterly advisory fees from their account.

Robert Priske, LLC establishes standing letters of authorization (SLOA) signed by the client which includes the name and account number of the receiving account. The custodian performs verification on all SLOA forms, notifies the client in writing when a new standing instruction is set up, and sends a notice of transfer to the clients following any transaction. Clients always have the ability to terminate (or amend) a SLOA. Advisor has no authority or ability to amend the third party designated on an instruction. The advisor maintains records showing that the third party is not a related party to the advisor.

Item 16. Investment Discretion

Robert Priske, LLC has limited investment discretion through a signed limited power of attorney for trading on clients' behalf over securities, timing and the amount to be bought or sold. The firm does not have discretion over the commission rates paid to the brokerage firm. The firm works to ensure these rates are reasonable.

Clients also have discretion over their own accounts directly through the safekeeping brokerage. Clients may request to overweight or underweight stock sectors or bonds and may request to hold favorite stocks longer term.

On the occasion of a trade error, Robert Priske, LLC will attempt to correct the error as soon as possible and in such a manner that the affected client is not disadvantaged.

Item 17. Voting Client Securities

Proxy voting authority may be granted to Robert Priske, LLC. Clients have the option to do their own voting. For clients who delegate voting rights to the firm, votes are cast in favor of shareholder interests online at www.proxyvote.com. Clients who retain their proxy voting rights may call the firm for background information on the issues under consideration.

Item 18. Financial Information

The firm does not custody client funds or securities, does not require pre-payment of management fees and is not required to provide a financial statement. Financial statements for custodians are available at the brokerage firm website.

Item 19. Requirements for State-Registered Advisers
Part 2B Brochure Supplement

This supplements information about Robert Priske. Additional information about Robert Priske is available on the SEC's website at www.adviserinfo.sec.gov.

Background and Experience

Robert Priske, born in 1956, graduated from the University of Illinois in 1979 with a Bachelor's Degree in Accounting. Robert worked for KPMG as a Senior Tax CPA prior to founding his investment advisory firm in 1987. He is the owner and principal trader of Robert Priske, LLC and currently holds the Series 65 license.

Disciplinary Information

There are no legal or disciplinary events to disclose.

Other Business Activities

None.

Additional Compensation

None.

Other Supervision

None.

Brochure Delivery and Updates

After this initial brochure delivery, a summary of material changes each year is available when applicable.
A copy of our current brochure is available at any time.

Thank you for investing with us.

**ROBERT PRISKE, LLC***Fee-based Investment Advisor*