



Item 1. Introduction.

Portfolio Strategies, Inc. is registered with the United States 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://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers and investing.

Item 2: What investment services and advice can you provide to me?

Portfolio Strategies, Inc. provides investment advisory services to retail investors. The principal service we offer is investment management services. All investment advice provided is customized to your investment objectives and financial needs. The information provided by you, together with any other information relating to your overall financial circumstances, will be used by us to determine the appropriate portfolio asset allocation and investment selections. Our basic investment approach is to achieve capital appreciation (i.e., growth), with variations on the approach that take into consideration your objectives and risk tolerance. We typically provide investment management services through investment models we have designed. The investment model or models we utilize for you is determined by the information you provide to us relating to your risk tolerance and financial goals. We monitor the holdings and performance of your account on an ongoing basis and provide you with periodic reports regarding the performance and holdings of your account. We provide investment management services on a discretionary basis pursuant to authority granted to us in your client agreement, which authorizes us to determine which securities are bought and sold, the total amount to be bought and sold, and the costs at which transactions will be effected. However, there are certain clients for which we provide investment management services on a non-discretionary basis. We do not limit the provision of investment management services to proprietary products. In addition, we generally do not limit the types of investments we utilize for clients, but primarily utilize equity securities, mutual funds and exchange traded funds; we may also invest in fixed income securities, private funds/illiquid investments and other alternative investments. We do not impose account minimums for new clients. We reserve the right to accept or decline a potential client for any reason in our sole discretion.

For additional information, please refer to our [Form ADV Part 2A Brochure](#) (available online at adviserinfo.sec.gov/firm/summary/106942), especially [Item 4 Advisory Business](#), [Item 7 Types of Clients](#), [Item 13 Review of Accounts](#) and [Item 16 Investment Discretion](#).

Questions to Ask Us:

<i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i>
<i>How will you choose the investments that you recommend to me?</i>
<i>What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?</i>

Item 3 (part 1): What fees will I pay?

For investment advisory services we charge an asset based fee, which is based on a percentage of the market value of the assets under management. The advisory fee is paid quarterly in arrears, based on the average asset value of your accounts. For an asset based fee, the more assets that are in a client's advisory account, the more a client will pay in fees. Therefore, we may have an incentive to encourage clients to increase the assets in his or her account.

In addition to our fees you will be responsible for other fees and expenses, such as, transaction charges and fees/expenses charged by any custodian of your account, mutual fund, exchange traded fund, separate account manager and any taxes or fees required by federal or state law.

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, see [Item 5 Fees and Compensation](#) of our [Form ADV Part 2A Brochure](#) (available online at adviserinfo.sec.gov/firm/summary/106942).

Question to Ask Us:

Help me to 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?

Item 3 (part 2): 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 conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide to you. As an example, certain officers and shareholders of PSI may also be managing member(s) of limited liability companies and/or general partners to limited partnerships formed for various investment purposes, which may be available to you to invest in. Such persons will typically receive separate and customary compensation for the services they provide in these capacities including a portion of the profits, if any, generated by these LLCs and LPs. For additional information, please refer to our [Form ADV Part 2A Brochure](#) (available online at adviserinfo.sec.gov/firm/summary/106942), specifically [Item 6 Performance-Based Fees and Side-By-Side Management](#), [Item 10 Other Financial Industry Activities and Affiliations](#) and [Item 12 Brokerage Practices](#).

Question to Ask Us:

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

Item 3 (part 3): How do your financial professionals make money?

Our financial professionals are paid pursuant to a combination of salary and a bonus structure. The bonus structure takes into consideration factors such as the amount of client assets they service, new clients obtained and/or an increase in client assets supervised by the professional, the time and complexity required to meet a client's needs, the product or services sold and the revenue the firm earns from the financial professional's advisory services recommendations. For additional information regarding our financial professionals' activities please refer to our [Form ADV Part 2A Brochure](#) (available online at adviserinfo.sec.gov/firm/summary/106942), specifically [Item 10 Other Financial Industry Activities and Affiliations](#).

Item 4: Do you or your financial professionals have a legal or disciplinary history?

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

Questions to Ask Us:

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

Item 5: Additional Information.

For additional information about our investment advisory services and to request a copy of our Form CRS, please contact 201-571-4100.

Questions to 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 a person is treating me?