

## PRUNEYARD FINANCIAL GROUP, INC.

Client Relationship Summary — Form CRS

03/31/2024

Pruneyard Financial Group, Inc. 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. The SEC offers free and simple tools to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs) which also provides information tailored to educate retail investors about financial professionals.

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

We offer investment advisory services to retail investors through our portfolio management wrap fee program, for which our firm is both sponsor and manager. As part of our service, our firm will continuously monitor the retail investor's investments daily during market hours.

- We will buy and sell investments in your account on a discretionary basis, without requiring your pre-approval on an ongoing basis until the engagement is terminated by written notice by you or our firm.
- We do not restrict our management to limited types of products or investments if the investment is denominated in USD, listed on a major U.S. exchange, and available to trade daily during market hours.
- Our firm does not require a minimum balance to open an account, although portfolios of \$25,000 or less are likely to be invested primarily in mutual funds and exchange traded funds whereas larger portfolios will primarily include individual stocks and bonds.

**For additional information please see <https://www.adviserinfo.sec.gov/IAPD> for our Form ADV, Part 2A brochure or Form ADV, Part 2A Appendix 1 (Items 4 and 7 of Part 2A or Items 4.A. and 5 of Part 2A Appendix 1).**

### Ask your financial professional:

*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?**

- You will be charged an ongoing monthly fee in arrears based on the average daily balance of the investments in your account over the month. The amount you pay will depend on the amount of assets in your account. The more assets you have in your account, the more you will pay us. We therefore have an incentive to encourage you to increase the amount of money invested in your account.
- If you invest via a wrap fee program, asset-based fees associated with the wrap fee program will include most transaction costs and fees to a broker-dealer or bank that has custody of these assets, and therefore, those fees are higher than a typical asset-based advisory fee.
- Some investments, such as mutual funds, exchange traded funds, 529 Plans, structured products, and variable annuities, charge additional fees not included in our wrap fee that will reduce the value of your investments over time. In certain cases, we may utilize third party managers to execute a transaction for us on your behalf. They will not charge you a fee directly, although these transactions will often include a trade-away fee that you will incur as part of the transaction.
- Our maximum annual fee is 1.25% for portfolio management through our wrap fee program. Advisory fees will be automatically deducted from your account, which will reduce the value of your account. Our fees vary and are negotiable. In rare cases, our firm will agree to send you invoices rather than automatically deduct our firm's fees from your account.

**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 about our fees and costs please review our Form ADV, Part 2A brochure (Items 5.A., B., C., and D.) which can be found at <https://www.adviserinfo.sec.gov/IAPD>.**

*Ask your financial professional:*

*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 must 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 our investment advice to you.

- For example, our firm makes money by offering products and services to you that we in turn earn money on and therefore have an incentive to sell these products to you.

*Ask your financial professional:*

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

**For additional information about our fees and costs please review our Form ADV, Part 2A brochure (specifically Items 5.A., B., C., and D.) which can be found at <https://www.adviserinfo.sec.gov/IAPD>.**

**How do your financial professionals make money?**

We pay our professionals in many ways including cash in the form of a base salary and bonus and therefore they could earn more when opening more accounts, increasing assets, and investing in riskier investments to increase their overall performance.

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

No, our firm and financial professionals have no disciplinary history to disclose. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

*Ask your financial professional:*

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

**Additional Information**

You can find additional information about our services and request a copy of the relationship summary by visiting [www.pruneyardfinancial.com](http://www.pruneyardfinancial.com), emailing [service@pruneyardfinancial.com](mailto:service@pruneyardfinancial.com) or calling us at 408-377-4444.

*Ask your financial professional:*

*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?*