



## Form CRS Disclosure for PF Advisors, LLC

March 2021

### Item 1: Introduction

PF Advisors, LLC is a SEC registered Investment Adviser headquartered in the state of Pennsylvania. PF Advisors main office is located at: 225 Wilmington-West Chester Pike, Suite 200, Chadds Ford, PA 19317. PF Advisors investment advisory services include financial planning and ongoing discretionary & non-discretionary investment management. PF Advisors clients include individuals, high net worth individuals, families, business entities, trusts, estates, and charitable organizations. Additional information regarding our services can be found in Item 4 and Item 7 on our [ADV Part 2A](#).

**Brokerage and investment advisory services and fees differ and that it is important for the retail investor to understand the differences.**

**There are free and simple tools 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: Relationship and Services

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

PF Advisors offers financial planning and continuous financial advice and guidance to retail investors on a Discretionary & Non-Discretionary basis.

**Account Monitoring.** Client portfolios are monitored on an ongoing basis. The frequency of a portfolio rebalancing takes place when we at PF Advisors feel that there is an opportunity to sell into strength and buy into weakness. Any limitations regarding the investment process is first discussed with the client and then documented.

**Investment Authority.** We manage investment accounts on both a discretionary and a non-discretionary basis whereby we will provide advice. Discretionary investment management means that the Advisor makes the ultimate decision to invest in a specific investment. Non-Discretionary investment management means that the Client makes the ultimate decision to invest in a specific investment. You have an unrestricted right to decline to implement any advice provided by our firm. Subsequent buys and sells that are part of the rebalancing process of the portfolio do not need the client's approval.

**Investment Offerings.** We provide advice on various types of investments. Our services are not limited to a specific type of investment and/or product.

**Account Minimums and Other Requirements.** In general, we do not require a minimum dollar amount to open and maintain an advisory account.

**Additional Information:** More detailed information about our services can be found in our firm brochure. (ADV Part 2A Items 4 & 7) To view our form ADV click this link: <https://adviserinfo.sec.gov/firm/brochure/277156>

#### Conversation Starters & Key Questions to Ask Your Investment Advisor:

- *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?*

### Item 3: Fees, Costs, Conflicts, and Standard of Conduct

#### What fees will I pay?

PF Advisors advisory fees are charged in arrears and are based on the market value of the assets under management and calculated as follows:

Account Value	Annual Advisory Fee
First \$2,500,000.00	1.00%
Next \$7,500,000.00	0.75%
Over \$10,000,000.00	Negotiated

PF Advisors fees are structured in a way that the more money a client has invested in an advisory account the more money the client has to pay in fees. PF Advisors has a decreasing annual advisory fee where the percentage (%) charged drops based on the amount of money the client has in the advisory account. This incentivizes PF Advisors to increase the account's value, both through organic growth of the account as well as through the client adding additional deposits. PF Advisors does not charge additional fees other than the advisory fees listed above and/or fees negotiated



separately and agreed to prior. Mutual funds and ETFs have internal fees and expenses, in which PF Advisors does not receive or share in these fees. PF Advisors clients may incur brokerage and other transaction costs by the custodian. PF Advisors does not receive these fees nor do we share in these fees; see ADV 2A Item 12 for additional information. Additional information regarding our services can be found in Item 5 on our ADV Part 2A. <https://adviserinfo.sec.gov/firm/brochure/277156>

**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.

**Conversation Starters & Key Questions to Ask Your Investment Advisor:**

- *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. An example of a conflict is PF Advisors receives additional compensation when a client adds money to increase the accounts value.

**Conversation Starters & Key Questions to Ask Your Investment Advisor:**

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

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

PF Advisors investment advisory representatives are compensated based on the amount of client assets (i.e. Cash & Securities) under management in which they service.

**Additional Information:** Additional information regarding our services can be found in Item 5 on our ADV Part 2A ([Firm Brochure](#)).

**Item 4: Disciplinary History**

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

PF Advisors and its investment adviser representatives have no legal or disciplinary history to report. A free and simple tool you can use to research PF Advisors or another financial professional can be found at [Investor.gov/CRS](http://Investor.gov/CRS)

**Conversation Starters & Key Questions to Ask Your Investment Advisor:**

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

**Item 5: Additional Information**

**Primary Contact Information**

PF Advisors is located at 225 Wilmington-West Chester Pike, Suite 200, Chadds Ford, PA 19317. Mr. Philip G. Fraley III is the President of PF Advisors and also has the role of investment advisory representative at PF Advisors. Clients can call him at (610) 470-4028 or email him at: [PFraley@MyPFAdvisor.com](mailto:PFraley@MyPFAdvisor.com) to request additional up-to-date information and/or to request the latest copy of our form CRS (ADV Part 3) and/or our firm brochure ([ADV Part 2A & 2B](#)).

**Conversation Starters:**

- *Who is my primary contact person?*
- *Is my primary contact person 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?*