

Introduction

Plotkin Financial Advisors, LLC (PFA) is an investment adviser registered with the Securities and Exchange Commission. It is important for you to understand how brokerage and investment advisory services and fees differ in order to determine which types of accounts and services are right for you. There are free and simple tools available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers and investing.

What investment services and advice can you provide me?

As an investment adviser, we provide advisory services to retail investors for an ongoing asset-based fee. Our advisory services include portfolio management, financial planning, and wealth management. We also provide consulting services to institutional clients and foreign investors. Services for existing clients also include defined contribution plan consulting. If you open an account with our firm, we will meet with you to understand your current financial situation, goals, and risk tolerance. Based on that information, we will recommend a portfolio of investments that is regularly monitored and if necessary, rebalanced to realign with your changing needs, stated goals and objectives. We will contact you by phone or email at least annually to discuss your portfolio.

We generally prefer a minimum of \$500,000 of investable assets for new clients. Our accounts are managed primarily on a discretionary basis which means we do not need to call you when buying or selling in your account. You will sign an investment management agreement giving us this authority. This agreement will remain in place until you or we terminate the relationship. If nondiscretionary service is elected, no changes will be made to the allocation of the account without prior consultation and expressed written agreement by you. PFA is the portfolio manager to and sponsor of a wrap fee program to provide portfolio management services to individuals through Charles Schwab and Co. PFA's wrap fee program is described in full detail in our Firm Brochure Appendix 1. Additional information about our advisory services is located in Item 4 of our Firm Brochure which is available online at www.pfallc.com.

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?

Our advisory fees are charged quarterly in advance and are deducted directly from the client's advisory account by the custodian (Charles Schwab) per the client's advisory contract and provided the client has given PFA written authorization. The fee amount is calculated using the custodial market value as of the last day of the prior calendar quarter and the fee schedule below:

| Portfolio Value | \$0 - \$2,500,000 | \$2,500,000 - \$5,000,000 | Over \$5,000,000 |
|--------------------------|-------------------|---------------------------|------------------|
| Annual Wrap Advisory Fee | 1.10% | 1.00% | Negotiable |

Fees are negotiable and are not based on a share of capital gains upon or capital appreciation of the funds or any portion of the funds. The fee for Defined Contribution Plan services vary by plan based on several factors. The fees range from .40% to .50% of plan assets annually. Consulting service fees vary but are typically based on an hourly rate ranging from \$400-\$500.

When a client participates in our Wrap Fee Program, their fees include most transaction costs and fees charged by Schwab, the custodian of their assets, the overall cost they will incur may be higher or lower than they might incur by separately purchasing the types of securities available in the Program. Some investments (such as mutual funds and exchange traded funds) charge additional fees that will reduce the value of your investment over time. The more assets you have in your advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees.

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. Additional information about our fees is located in Item 5 of our Firm Brochure which is available online at www.pfallc.com.

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?

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.

- In advisory accounts, you are charged an advisory fee which is calculated based on the amount of assets held in your advisory account. The more assets you have in the account, the more you will pay in fees, and therefore we have an incentive to encourage you to increase the amount of assets in your advisory account.
- Our advisory representatives are also licensed as registered representatives of a broker/dealer, Independent Financial Group, LLC. In addition to advisory services, we are also able to offer brokerage products and services, meaning we are paid commissions for those transactions. Those products and services are not a part of the advisory services we offer, and the available options are limited by our broker-dealer. Our ability to offer these other products means that there is a financial incentive to offer one product type over another.

For additional information about our conflicts of interest when providing advisory services, please see our Firm Brochure which is available online at www.pfallc.com, your account agreements or speak with your representative.

Conversation Starters:

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

How do your financial professionals make money?

Our financial professionals are employees or independent contractors of the firm. Employees receive a fixed monthly salary and on a quarterly basis a portion of the advisory fees that the firm collects from the accounts each adviser manages. Independent contractors receive on a quarterly basis a portion of the advisory fees that the firm collects from the accounts each adviser manages.

Additional Information

We have legal or disciplinary events. Visit Investor.gov for a free and simple search tool to research our firm and our financial professionals. To report a problem to the SEC, visit Investor.gov or call the SEC's toll-free investor assistance line at (800) 732-0330. If you have a problem with your investments, investment account or a financial professional, contact us in writing at 8401 Connecticut Avenue, Ste 400, Chevy Chase, MD 20815. You can find additional information about our firm's investment advisory services on the SEC's website at www.adviserinfo.sec.gov by searching CRD #127635. You may also contact our firm at (301) 907-9790 to request a copy of this relationship summary or speak to any one of our investment professionals.

Conversation Starters:

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