

# Park Edge Advisors, LLC

## Firm Brochure - Form ADV Part 2A

*This brochure provides information about the qualifications and business practices of Park Edge Advisors, LLC. If you have any questions about the contents of this brochure, please contact us at (216) 727-0144 or by email at: [rwarner@parkedgeadvisors.com](mailto:rwarner@parkedgeadvisors.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.*

*Additional information about Park Edge Advisors, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Park Edge Advisors, LLC's CRD number is: 317521.*

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*Registration as an investment adviser does not imply a certain level of skill or training.*

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## **Item 2: Material Changes**

The material changes in this brochure from the last annual updating amendment of Park Edge Advisors, LLC on 03/27/2023 are described below. Material changes relate to Park Edge Advisors, LLC's policies, practices or conflicts of interests only.

- Park Edge Advisors, LLC no longer uses the custodian TD Ameritrade (Items 12 & 14)

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## **Item 4: Advisory Business**

### **A. Description of the Advisory Firm**

Park Edge Advisors, LLC (hereinafter “Park Edge”) is a Limited Liability Company organized in the State of Ohio. The firm was formed in January 2021, and the principal owners are Lowrie Investments, LLC, Park Edge Group, LLC and Gordillo Capital, LLC.

### **B. Types of Advisory Services**

#### ***Financial Planning***

Financial plans and financial planning may include but are not limited to: investment planning; life insurance needs analysis; tax concerns; retirement planning; college planning; and estate planning.

#### ***Portfolio Management Services***

Park Edge offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. Park Edge creates a financial plan or other suitability documentation for each client, which outlines the client’s current situation (income, financial goals, tax levels, timing and duration of cash inflows/outflows, and risk tolerance levels) and then constructs a plan to aid in the selection of a portfolio that matches each client's specific situation. Portfolio management services include, but are not limited to, the following:

- Determine investment strategy
- Asset allocation
- Assessment of risk tolerance
- Asset selection
- Regular portfolio risk management

Park Edge evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. Park Edge will request discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction. Risk tolerance levels are documented in the client’s financial plan or other suitability documentation, which is given to each client.

Park Edge seeks to provide that investment decisions are made in accordance with the fiduciary duties owed to its accounts. To meet its fiduciary obligations, Park Edge attempts to avoid, among other things, investment or trading practices that systematically advantage or disadvantage certain client portfolios, and accordingly, Park Edge’s policy is to seek fair and equitable allocation of investment opportunities/transactions among its clients to avoid favoring one client over another over time. It is Park Edge’s policy to allocate investment opportunities and transactions it identifies as being appropriate and

prudent, and other investment opportunities that might have a limited supply, among its clients on a fair and equitable basis over time.

Park Edge may direct clients to third-party investment advisers to manage all or a portion of the client's assets. Before selecting other advisers for clients, Park Edge will always ensure those other advisers are properly licensed or registered as an investment adviser. Park Edge then makes investments with a third-party investment adviser by referring the client to the third-party adviser. These investments may be allocated either through the third-party adviser's fund or through a separately managed account managed by such third party adviser on behalf of Park Edge's client. In most cases, Park Edge will review the ongoing performance of the third-party adviser as a portion of the client's portfolio.

### ***Park Edge Capital Subadviser Services***

Park Edge DBA Park Edge Capital may also act as a subadviser to advisers unaffiliated with Park Edge. These third-party advisers would outsource portfolio management services to Park Edge. This relationship will be memorialized in each contract between Park Edge and the third-party advisor.

### ***Mutual Funds and ETFs***

Park Edge may provide investment advisory or sub-advisory services to mutual funds and exchange traded funds. As the adviser or sub-advisor, Park Edge is responsible for selecting investments, managing the portfolios, and overseeing the investment strategies and policies for each mutual Fund or ETF, subject to the general supervision of their board of directors, as applicable.

### ***Consulting Services***

Park Edge offers consulting services for assets held away from the firm's required custodians. This includes providing consulting services for participants of 401k plans that relate to helping them manage their individual account balance. To avoid conflicts, if Park Edge is advising participants in a 401k plan, it will not offer consulting services to the plan sponsor of the plan.

Park Edge provides investment consulting services to certain broker/dealers' customers ("Brokerage Customers") who provide written consent requesting to receive the firm's consulting services. Brokerage Customers have entered into a written advisory agreement with Park Edge to consult on certain annuities, insurance products or mutual funds that are commissionable products. Park Edge advises on these as a consultant only. Park Edge does not get paid a commission.

### ***Pension Consulting Services***

Park Edge offers consulting services to pension or other employee benefit plans (including but not limited to 401(k) plans). Pension consulting may include, but is not limited to:

- identifying investment objectives and restrictions
- providing guidance on various assets classes and investment options
- recommending money managers to manage plan assets in ways designed to achieve objectives
- monitoring performance of money managers and investment options and making recommendations for changes
- recommending other service providers, such as custodians, administrators and broker-dealers
- creating a written pension consulting plan

These services are based on the goals, objectives, demographics, time horizon, and/or risk tolerance of the plan and its participants.

### ***Services Limited to Specific Types of Investments***

Park Edge investment advice includes equities, ETFs, mutual funds, fixed income securities, real estate funds (including REITs), treasury inflation protected/inflation linked bonds, commodities, and Park Edge may use other securities as well to help diversify a portfolio when applicable.

### ***Educational Seminars/Workshops***

Park Edge provides periodic educational seminars and workshops to clients and the general public.

### ***Written Acknowledgement of Fiduciary Status***

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money aligns with your interests. Our revenues go up when the value of the account goes up and our revenues decline when account values decline. Hence, we have an incentive to seek returns but to also manage downside, aligning our interests. We operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours. Under this special rule's provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice);
- Never put our financial interests ahead of yours when making recommendations (give loyal advice);
- Avoid misleading statements about conflicts of interest, fees, and investments;
- Follow policies and procedures designed to ensure that we give advice that is in your best interest;
- Charge no more than is reasonable for our services; and
- Give you basic information about conflicts of interest.

## **C. Client Tailored Services and Client Imposed Restrictions**

Park Edge will tailor a program for each individual client. This will include an interview session to get to know the client's specific needs, requirements and determine if it is a good fit to work together, and in most cases a financial plan will be executed by Park Edge on behalf of the client. Park Edge may use model allocations together with a specific set of recommendations for each client based on their needs, and targets. Within a discretionary account, clients may not impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs. Such restrictions may be accommodated in non-discretionary accounts.

## **D. Wrap Fee Programs**

Clients using a Wrap Fee arrangement pay a single fee to Park Edge to cover custody, management fees, trading costs, and certain other costs charged by the custodian. Typically, this option may be preferred for those managed accounts where Park Edge has discretion and trading is more active. However, this brochure describes Park Edge's non-wrap fee advisory services; clients utilizing Park Edge's wrap fee portfolio management should see Park Edge's separate Wrap Fee Program Brochure. Park Edge manages the investments in the wrap fee program but does not manage those wrap fee accounts any differently than it would manage non-wrap fee accounts. Park Edge receives the advisory fee set forth in the wrap fee brochure as a management fee under the wrap fee program.

## **E. Assets Under Management**

Park Edge has the following assets under management:

Discretionary Amounts:	Non-Discretionary Amounts:	Date Calculated:
\$282,492,415.00	\$ 101,904,836.00	December 2022

# **Item 5: Fees and Compensation**

## **A. Fee Schedule**

### ***Financial Planning Fees***

#### **Fixed Fees**

The negotiated fixed rate for creating client financial plans is between \$2,500 and \$15,000.

Generally financial planning services are included with portfolio management services for no additional fee.

Clients may terminate the agreement without cost or penalty within the first five business days of signing the Financial Planning Agreement. Thereafter, clients may terminate the Financial Planning Agreement generally upon written notice.

### ***Portfolio Management Fees***

<b>Total Assets Under Management</b>	<b>Annual Fees</b>
All Assets	1.50%

The advisory fee is calculated using the value of the assets in the account on the last business day of the prior billing period.

Partial withdrawals or additional deposits greater than 10% of the account value may result in a prorated refund or credit of fees to the account. Fee adjustments for partial withdrawals and additional deposits may be calculated in arrears on the next quarterly period billing cycle. Fee adjustments will be calculated based on the value at the time of the additional deposit or partial withdrawal.

Park Edge reserves the right to customize a client's fee schedule based on, among other things, the size of the relationship. The final fee schedule will be memorialized in the client's advisory agreement. Clients may terminate the agreement without cost or penalty within the first five business days of signing the Investment Advisory Contract. Thereafter, clients may terminate the Investment Advisory Contract generally with 10 days' written notice.

### ***Performance-Based Portfolio Management Fees***

Qualified Clients will pay an annual fee of assets under management along with a performance fee based on capital appreciation in excess of a mutually agreed upon benchmark. To align its interests with clients, Park Edge discounts its 1.50% management fee by the same percentage as the performance fee and allows clients to select the combination that suits them. An example is illustrated in the table below. This way, if performance does not exceed the corresponding benchmark, a client ends up with a discounted management fee. In effect, the performance fee is paid for out of excess returns generated by Park Edge.

<b>Performance Based Fee</b>	<b>Asset Management Fees</b>
10%	1.35%
20%	1.20%
30%	1.05%

The performance fee is contingent upon returns for the applicable client account(s) exceeding the benchmark; this is known as a hurdle rate. Specifically, performance fees



are only assessed on returns (capital appreciation, including dividends and interest, but net of Park Edge's advisory fee) greater than the benchmark per year. Custodial fees, transaction fees, and certain other third-party fees are assessed to the client and are not a reduction of returns for the purposes of the hurdle rate. The hurdle is otherwise pre-tax.

Park Edge reserves the right to customize a client's fee schedule based on, among other things, the size of the relationship. The final fee schedule will be memorialized in the client's advisory agreement.

### ***Use of Third Party Managers***

Client will pay Park Edge its standard fee on top of the fee paid to the third party adviser. This relationship will be memorialized in each contract between Park Edge and each third-party adviser. The fees will not exceed any limit imposed by any regulatory agency.

### ***Park Edge Capital Subadviser Services Fees***

Park Edge may also act as a subadviser to unaffiliated third-party advisers and Park Edge would receive a share of the fees collected from the third-party adviser's client. The fees charged are negotiable and will not exceed any limit imposed by any regulatory agency. This relationship will be memorialized in each contract between Park Edge and the third-party adviser.

### ***Mutual Funds ETFs Advisory Fees***

Park Edge receives an annual fee for its advisory services to mutual funds and ETFs based on the assets under management at the rates described in the prospectus of each fund. This fee will be paid to Park Edge in accordance with our investment advisory agreement or sub-advisory agreement with each fund. Fund investors will indirectly bear their pro rata share of the fees, expenses or charges described in the fund's prospectus. Such fees, expenses, and charges include, but are not limited to, fees incurred for legal, audit and custodial services provided to the Funds, and transactions effected for the funds such as brokerage and execution charges, markups, and commissions.

### ***Consulting Services Fees***

Total Assets Under Management	Annual Fee
All assets	1.50%

The advisory fee is calculated using the value of the assets in the Account on the last business day of the prior billing period.

Park Edge reserves the right to customize a client's fee schedule based on, among other things, the size of the relationship. The final fee schedule will be memorialized in the client's advisory agreement. Clients may terminate the agreement without cost or penalty

within the first five business days of signing the Investment Advisory Contract. Thereafter, clients may terminate the Investment Advisory Contract generally with 10 days' written notice.

For investment consulting services provided to Brokerage Customers, Park Edge receives a consulting fee based on the Assets Under Management from Brokerage Customers who have provided written consent to a broker/dealer to receive the investment consulting service from Park Edge and have entered into a written advisory contract with Park Edge. The consulting fee is calculated from the Assets Under Management as of the end of a calendar quarter period multiplied by the annualized rate of 61 basis points. The initial fee is paid only after the completion of one full calendar quarter period following the date of the executed agreement with broker/dealers.

### ***Pension Consulting Services Fees***

#### ***Asset-Based Fees for Pension Consulting***

Total Assets Under Management	Annual Fee
All assets	1.50%

Park Edge uses the value of the account as of the last business day of the billing period, after taking into account deposits and withdrawals, for purposes of determining the market value of the assets upon which the advisory fee is based.

Park Edge reserves the right to customize a client's fee schedule based on, among other things, the size of the relationship. The final fee schedule will be memorialized in the client's advisory agreement.

Clients may terminate the agreement without cost or penalty within the first five business days of signing the Investment Advisory Contract. Thereafter, clients may terminate the pension consulting agreement generally with 10 days' written notice.

### **Fixed Fees**

The rate for creating client pension consulting plans is between \$5,000 and \$100,000. The final fee schedule will be memorialized in the client's advisory agreement. This service may be canceled with 10 days' notice.

## **B. Payment of Fees**

### ***Payment of Financial Planning Fees***

Financial planning fees are paid via check. In some cases they may be debited against an account.

Fixed financial planning fees are paid stages with one-third paid up front, one-third paid after all statement/ data gathering is complete, and the final third due upon delivery.

### ***Payment of Portfolio Management Fees***

Asset-based portfolio management fees are withdrawn directly from the client's accounts on a quarterly basis based in accordance with the signed advisory agreement. In limited situations, a client may be invoiced and billed directly, subject to approval by Park Edge. Fees are paid in advance.

### ***Payment of Performance-Based Fees***

Performance-based fees are withdrawn directly from the client's accounts with client's written authorization or may be invoiced and billed directly to the client and clients may select the method in which they are billed. Fees are paid quarterly in arrears.

### ***Payment of Use of Third Party Managers***

The timing, frequency, and method of paying fees for selection of third-party managers will depend on the specific third-party adviser selected.

### ***Payment of Park Edge Capital Subadviser Fees***

Subadviser fees may be withdrawn from client's accounts or clients may be invoiced for such fees, as disclosed in each contract between Park Edge and the applicable third-party adviser.

### ***Payment of Mutual Fund and ETF Advisory Fees***

The manner of payment for fees charged to a fund will be set forth in the investment advisory agreement with each fund.

### ***Payment of Consulting Fees***

Asset-based fees for held away accounts are invoiced and billed directly to the client on a quarterly basis. Fees are paid in arrears.

### ***Payment of Pension Consulting Fees***

Asset-based pension consulting fees are withdrawn directly from the client's accounts with client's written authorization on a quarterly basis or may be invoiced and billed directly to the client on a quarterly basis. Clients may select the method in which they are billed. Fees are paid in arrears.

Fixed pension consulting fees are paid via check. These fees are paid in arrears upon completion.

### ***Payment of Educational Seminar/Workshop Fees***

Educational seminars and workshops are offered for a fee of up to \$500 per hour, payable in advance.

### **C. Client Responsibility For Third Party Fees**

Clients are responsible for the payment of all third party fees (i.e. custodian fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by Park Edge. Please see Item 12 of this brochure regarding broker-dealer/custodian.

### **D. Prepayment of Fees**

Park Edge collects certain fees in advance and certain fees in arrears, as indicated above.

Advisory fees for accounts opened on a day other than the first day of the calendar quarterly period or closed on a day other than the last business day of the calendar quarterly period will be prorated based on the number of days in the quarter. Accounts closed during a quarter will receive a prorated credit based on the remaining days in the billing period.

The initial fee for accounts established during a calendar quarter will be billed to the account in advance from the date of the initial deposit to the calendar quarter end based on the value of the initial deposit.

### **E. Outside Compensation For the Sale of Securities to Clients**

Certain representatives through outside business activities (see Item 10 below) are licensed to accept compensation for the sale of insurance products to ParkEdge clients. This presents a conflict of interest and gives the supervised person an incentive to recommend products based on the compensation received rather than on the client's needs. When recommending the sale of insurance products for which the supervised persons receive compensation, ParkEdge will inform the client of the conflict of interest. Clients always have the right to decide whether to purchase ParkEdge-recommended products and, if purchasing, have the right to purchase those products through other agents that are not affiliated with ParkEdge.

## **Item 6: Performance-Based Fees and Side-By-Side Management**

Park Edge manages accounts that are billed on performance-based fees (a share of capital gains on or capital appreciation of the assets of a client) as well as accounts that are NOT billed on performance-based fees. Managing both kinds of accounts at the same time may present a conflict of interest because Park Edge or its supervised persons have an incentive to favor accounts for

which Park Edge and its supervised persons receive a performance-based fee. Park Edge addresses the conflicts by ensuring that clients are not systematically advantaged or disadvantaged due to the presence or absence of performance-based fees. Park Edge seeks best execution and upholds its fiduciary duty for all clients.

Clients that are paying a performance-based fee should be aware that investment advisers have an appearance of an incentive to invest in riskier investments when paid a performance-based fee due to the higher risk/higher reward attributes. However, Park Edge believes the combination of the lower base fee along with the high water mark feature balance the risk/reward by making downside management as important as seeking upside performance.

## Item 7: Types of Clients

Park Edge generally provides advisory services to the following types of clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals
- ❖ Pension and Profit Sharing Plans
- ❖ Privately Held Business Owners
- ❖ Non-profit Endowment Plans
- ❖ Trustees
- ❖ 401K Participants
- ❖ Broker-dealers
- ❖ Mutual Funds and ETFs

There is an account minimum of \$500,000, which may be waived by Park Edge in its discretion.

## Item 8: Methods of Analysis, Investment Strategies, & Risk of Loss

### A. Methods of Analysis and Investment Strategies

#### *Methods of Analysis*

Park Edge's methods of analysis include Cyclical analysis, Fundamental analysis, Quantitative analysis and Technical analysis.

**Cyclical analysis** involves the analysis of business cycles to find favorable conditions for allocating assets and determining sector and factor exposure

**Fundamental analysis** involves the analysis of macro-economic forces that drive the revenues, expenses, cash flows and earnings of companies. Inflections in the rate of

change of growth and inflation lead to inflections in the rate of change of company fundamentals.

**Quantitative analysis** deals with the relationship between dependent and independent variables. Relationships are back-tested to arrive at probability distributions, and conditional probabilities are determined based on the presence or absence of certain factors.

**Technical analysis** involves the analysis of past market data; primarily price, volume, and volatility.

### *Investment Strategies*

Park Edge uses long term trading, short term trading, short sales, inverse funds, and options trading (including covered options, uncovered options, or spreading strategies).

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## **B. Material Risks Involved**

### *Methods of Analysis*

**Cyclical analysis** assumes that the markets react in cyclical patterns which, once identified, can be leveraged to provide performance. The risks with this strategy are two-fold: 1) the markets do not always repeat cyclical patterns; and 2) if too many investors begin to implement this strategy, then it changes the very cycles these investors are trying to exploit.

**Fundamental analysis** concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

**Quantitative analysis** Investment strategies using quantitative models may perform differently than expected as a result of, among other things, the factors used in the models, the weight placed on each factor, changes from the factors' historical trends, and technical issues in the construction and implementation of the models.

**Technical analysis** attempts to predict a future stock price or direction based on market trends. The assumption is that the market follows discernible patterns and if these patterns can be identified then a prediction can be made. The risk is that markets do not always follow patterns and relying solely on this method may not take into account new patterns that emerge over time.

## *Investment Strategies*

Park Edge's use of short sales and options trading generally holds greater risk, and clients should be aware that there is a material risk of loss using any of those strategies.

**Long term trading** is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

**Options transactions** involve a contract to purchase a security at a given price, not necessarily at market value, depending on the market. This strategy includes the risk that an option may expire out of the money resulting in minimal or no value, as well as the possibility of leveraged loss of trading capital due to the leveraged nature of stock options.

**Selection of Other Advisers:** Park Edge's selection process cannot ensure that money managers will perform as desired and Park Edge will have no control over the day-to-day operations of any of its selected money managers. Park Edge would not necessarily be aware of certain activities at the underlying money manager level, including without limitation a money manager's engaging in unreported risks, investment "style drift" or even regulatory breaches or fraud.

**Short sales** entail the possibility of infinite loss. An increase in the applicable securities' prices will result in a loss and, over time, the market has historically trended upward.

**Short term trading** risks include liquidity, economic stability, and inflation, in addition to the long term trading risks listed above. Frequent trading can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### **C. Risks of Specific Securities Utilized**

Park Edge's use of short sales, inverse funds, and options trading generally holds greater risk of capital loss. Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below (leaving aside Treasury Inflation Protected/Inflation Linked Bonds) are not guaranteed or insured by the FDIC or any other government agency.

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be of bond "fixed income" nature (lower risk) or stock "equity" nature.

**Equity** investment generally refers to buying shares of stocks in return for receiving a future payment of dividends and/or capital gains if the value of the stock increases. The value of equity securities may fluctuate in response to specific situations for each company, industry conditions and the general economic environments.

**Fixed income** investments generally pay a return on a fixed schedule, though the amount of the payments can vary. This type of investment can include corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best known type of fixed income security. In general, the fixed income market is volatile and fixed income securities carry interest rate risk. (As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-term securities.) Fixed income securities also carry inflation risk, liquidity risk, call risk, and credit and default risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal. Risks of investing in foreign fixed income securities also include the general risk of non-U.S. investing described below.

**Exchange Traded Funds (ETFs):** An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest and the possibility of inadequate regulatory compliance. Risks in investing in ETFs include trading risks, liquidity and shutdown risks, risks associated with a change in authorized participants and non-participation of authorized participants, risks that trading price differs from indicative net asset value (iNAV), or price fluctuation and disassociation from the index being tracked. With regard to trading risks, regular trading adds cost to your portfolio thus counteracting the low fees that one of the typical benefits of ETFs. Additionally, regular trading to beneficially “time the market” is difficult to achieve. Even paid fund managers struggle to do this every year, with the majority failing to beat the relevant indexes. With regard to liquidity and shutdown risks, not all ETFs have the same level of liquidity. Since ETFs are at least as liquid as their underlying assets, trading conditions are more accurately reflected in implied liquidity rather than the average daily volume of the ETF itself. Implied liquidity is a measure of what can potentially be traded in ETFs based on its underlying assets. ETFs are subject to market volatility and the risks of their underlying securities, which may include the risks associated with investing in smaller companies, foreign securities, commodities, and fixed income investments (as applicable). Foreign securities in particular are subject to interest rate, currency exchange rate, economic, and political risks, all of which are magnified in emerging markets. ETFs that target a small universe of securities, such as a specific region or market sector, are generally subject to greater market volatility, as well as to the specific risks associated with that sector, region, or other focus. ETFs that use derivatives, leverage, or complex investment strategies are subject to additional risks. Precious Metal ETFs (e.g., Gold, Silver, or Palladium Bullion backed “electronic shares” not physical metal) specifically may be negatively impacted by several unique factors, among them (1) large sales by the official sector which own a significant portion of aggregate world holdings in gold and



other precious metals, (2) a significant increase in hedging activities by producers of gold or other precious metals, (3) a significant change in the attitude of speculators and investors. The return of an index ETF is usually different from that of the index it tracks because of fees, expenses, and tracking error. An ETF may trade at a premium or discount to its net asset value (NAV) (or indicative value in the case of exchange-traded notes). The degree of liquidity can vary significantly from one ETF to another and losses may be magnified if no liquid market exists for the ETF's shares when attempting to sell them. Each ETF has a unique risk profile, detailed in its prospectus, offering circular, or similar material, which should be considered carefully when making investment decisions.

**Real estate** funds (including REITs) face several kinds of risk that are inherent in the real estate sector, which historically has experienced significant fluctuations and cycles in performance. Revenues and cash flows may be adversely affected by: changes in local real estate market conditions due to changes in national or local economic conditions or changes in local property market characteristics; competition from other properties offering the same or similar services; changes in interest rates and in the state of the debt and equity credit markets; the ongoing need for capital improvements; changes in real estate tax rates and other operating expenses; adverse changes in governmental rules and fiscal policies; adverse changes in zoning laws; the impact of present or future environmental legislation and compliance with environmental laws.

**Annuities** are a retirement product for those who may have the ability to pay a premium now and want to guarantee they receive certain monthly payments or a return on investment later in the future. Annuities are contracts issued by a life insurance company designed to meet requirement or other long-term goals. An annuity is not a life insurance policy. Variable annuities are designed to be long-term investments, to meet retirement and other long-range goals. Variable annuities are not suitable for meeting short-term goals because substantial taxes and insurance company charges may apply if you withdraw your money early. Variable annuities also involve investment risks, just as mutual funds do.

**Hedge funds** often engage in leveraging and other speculative investment practices that may increase the risk of loss; can be highly illiquid; are not required to provide periodic pricing or valuation information to investors; May involve complex tax structures and delays in distributing important tax information; are not subject to the same regulatory requirements as mutual funds; and often charge high fees. In addition, hedge funds may invest in risky securities and engage in risky strategies.

**Private placements** carry a substantial risk as they are subject to less regulation than are publicly offered securities, the market to resell these assets under applicable securities laws may be illiquid, due to restrictions, and the liquidation may be taken at a substantial discount to the underlying value or result in the entire loss of the value of such assets.

**Commodities** are tangible assets used to manufacture and produce goods or services. Commodity prices are affected by different risk factors, such as disease, storage capacity, supply, demand, delivery constraints and weather. Because of those risk factors, even a well-diversified investment in commodities can be uncertain.

**Options** are contracts to purchase a security at a given price, risking that an option may expire out of the money resulting in minimal or no value. An uncovered option is a type of options contract that is not backed by an offsetting position that would help mitigate risk. The risk for a “naked” or uncovered put is not unlimited, whereas the potential loss for an uncovered call option is limitless. Spread option positions entail buying and selling multiple options on the same underlying security, but with different strike prices or expiration dates, which helps limit the risk of other option trading strategies. Option transactions also involve risks including but not limited to economic risk, market risk, sector risk, idiosyncratic risk, political/regulatory risk, inflation (purchasing power) risk and interest rate risk.

**Past performance is not indicative of future results. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## **Item 9: Disciplinary Information**

### **A. Criminal or Civil Actions**

There are no criminal or civil actions to report.

### **B. Administrative Proceedings**

There are no administrative proceedings to report.

### **C. Self-regulatory Organization (SRO) Proceedings**

There are no self-regulatory organization proceedings to report.

## **Item 10: Other Financial Industry Activities and Affiliations**

### **A. Registration as a Broker/Dealer or Broker/Dealer Representative**

Neither Park Edge nor its representatives are registered as, or have pending applications to become, a broker/dealer or a representative of a broker/dealer.

### **B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor**

Neither Park Edge nor its representatives are registered as or have pending applications to become either a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities.

### **C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests**

Park Edge has agreement(s) with broker/dealers to provide investment consulting services to Brokerage Customers. Broker/dealers pay compensation to Park Edge for providing investment consulting services to Customers. This consulting arrangement does not include assuming discretionary authority over Brokerage Customers' brokerage accounts or the monitoring of securities. These consulting services offered to Brokerage Customers may include a general review of Brokerage Customers' investment holdings, which may or may not result in Park Edge's investment adviser representative making specific securities recommendations or offering general investment advice. Brokerage Customers will execute a written advisory agreement directly with Park Edge. This relationship presents conflicts of interest. Potential conflicts are mitigated by Brokerage Customers consenting to receive investment consulting services from Park Edge; by Park Edge not accepting or billing for additional compensation on broker/dealers' Assets Under Management beyond the consulting fees disclosed in Item 5 in connection with the investment consulting services; and by Park Edge not engaging as, or holding itself out to the public as, a securities broker/dealer. Park Edge is not affiliated with any broker/dealer.

Some investment adviser representatives of Park Edge are independent licensed insurance agents. This activity creates a conflict of interest since there is an incentive to recommend insurance products based on commissions or other benefits received from the insurance company, rather than on the client's needs. Additionally, the offer and sale of insurance products by supervised persons of Park Edge are not made in their capacity as a fiduciary, and products are limited to only those offered by certain insurance providers. Park Edge addresses this conflict of interest by requiring its supervised persons to act in the best interest of the client at all times, including when acting as an insurance agent. Park Edge periodically reviews recommendations by its supervised persons to assess whether they are based on an objective evaluation of each client's risk profile and investment objectives rather than on the receipt of any commissions or other benefits. Park Edge will disclose in advance how it or its supervised persons are compensated and will disclose conflicts of interest involving any advice or service provided. At no time will there be tying between business practices and/or services (a condition where a client or prospective client would be required to accept one product or service conditioned upon the selection of a second, distinctive tied product or service). No client is ever under any obligation to purchase any insurance product. Insurance products recommended by Park Edge's supervised persons may also be available from other providers and clients can purchase insurance products recommended through other unaffiliated insurance agencies.

The presence of a commission, as opposed to an advisory fee, creates the appearance of a conflict of interest. Namely, that an advisor might recommend such a product only to receive a commission. The practice of Park Edge is to always act in the best interest of clients. To the extent brokerage/commission based products are offered to clients, Park Edge Advisors will a) allow the client's financial plan to dictate whether such products

are a fit, b) determine suitability within the context of the financial plan and client objectives, c) obtain multiple quotes or product comparisons and assist the client in making a suitable purchase, d) disclose any compensation, and d) let client's know they are under no obligation to purchase such products. In the case of insurance products, Park Edge utilizes third party insurance brokers to obtain their breadth and depth of product experience. These brokers are agnostic with respect to which carrier's product to use. Despite this neutrality, circumstances may arise where Park Edge or the insurance broker are not licensed with every carrier, meaning a different carrier may be offering a similar product with better terms or pricing.

Richard Wayne Lowrie Jr works at Put Growth First, an economic policy consultancy.

Kimberly Rudolph Murphy is an adjunct professor at the University of Akron and John Carrol University.

Todd Clark Kalish is the owner of PEG Tremont Properties.

Todd Clark Kalish is an investor at Rocky River Partners, Cleveland Capital Partners, Rocky River Specific Opportunities and River SaaS Capital - Equity Fund LLC.

Gavin Matthew Gewecke owns an active LLC which grows produce and sell them to restaurants in their area.

#### **D. Selection of Other Advisers or Managers and How This Adviser is Compensated for Those Selections**

Park Edge may direct clients to third-party investment advisers to manage all or a portion of the client's assets. Clients will pay Park Edge its standard fee in addition to the standard fee for the advisers to which it directs those clients. This relationship will be memorialized in each contract between Park Edge and each third-party advisor. The fees will not exceed any limit imposed by any regulatory agency. Park Edge will always act in the best interests of the client, including when determining which third-party investment adviser to recommend to clients. Park Edge will ensure that all recommended advisers are licensed or notice filed in the states in which Park Edge is recommending them to clients.

### **Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

#### **A. Code of Ethics**

Park Edge has a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance

with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Park Edge's Code of Ethics is available free upon request to any client or prospective client.

### **B. Recommendations Involving Material Financial Interests**

Park Edge does not recommend that clients buy or sell any security in which a related person to Park Edge or Park Edge has a material financial interest.

### **C. Investing Personal Money in the Same Securities as Clients**

From time to time, representatives of Park Edge may buy or sell securities for themselves that they also recommend to clients. Generally Park Edge has a policy that representatives of Park Edge will only buy or sell securities recommended to clients if it's part of the same strategy, block trade and same execution within the firm's discretionary strategies.

Park Edge will monitor trades that fall outside of these guidelines, To the extent a Park Edge representative trades in the same security at the same time as transacted in a client account, the price will be adjusted, if necessary, to ensure a Park Edge representative does not receive a better price than a client.

### **D. Trading Securities At/Around the Same Time as Clients' Securities**

From time to time, representatives of Park Edge may buy or sell securities for themselves at or around the same time as clients.

## **Item 12: Brokerage Practices**

### **A. Factors Used to Select Custodians and/or Broker/Dealers**

Custodians/broker-dealers will be recommended based on Park Edge's evaluation of nine different platforms across several criteria, where each criterion is ranked in advance according to a weighted average score of importance. The criteria include direct cost to practice (which is an indirect cost to clients), direct cost to clients, trading capabilities, lending capabilities, reputation, financial strength, technology platform, ease and efficiency of back office operations, billing flexibility, electronic communication capabilities across all channels, and business mix. Park Edge's evaluation included several other factors including but not limited to support, tools, data availability, block trading, ticket charges, and best execution practices. Based on the evaluation, Park Edge recommends the below custodian(s).

Park Edge recommends Charles Schwab & Co., Inc. Advisor Services.

### ***1. Research and Other Soft-Dollar Benefits***

While Park Edge has no formal soft dollars program in which soft dollars are used to pay for third party services, Park Edge may receive research, products, or other services from custodians and broker-dealers in connection with client securities transactions ("soft dollar benefits"). Park Edge may enter into soft-dollar arrangements consistent with (and not outside of) the safe harbor contained in Section 28(e) of the Securities Exchange Act of 1934, as amended. To the extent Park Edge did enter such an arrangement, there can be no assurance that any particular client will benefit from soft dollar research, whether or not the client's transactions paid for it, and Park Edge would not be obligated allocate benefits to client accounts proportionate to any soft dollar credits generated by the accounts. Park Edge would benefit by not having to produce or pay for the research, products or services, and Park Edge would have an incentive to recommend a broker-dealer based on receiving research or services.

### ***2. Brokerage for Client Referrals***

Park Edge receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

### ***3. Clients Directing Which Broker/Dealer/Custodian to Use***

Park Edge will require clients to use Charles Schwab & Co., Inc. Advisor Services to execute transactions.

## **B. Aggregating (Block) Trading for Multiple Client Accounts**

If Park Edge buys or sells the same securities on behalf of more than one client, then its standard practice is to aggregate or bunch such securities in a single transaction for multiple clients in order to seek more favorable prices, lower brokerage commissions, or more efficient execution. In such case, Park Edge would place an aggregate order with the broker on behalf of all such clients in order to ensure fairness for all clients; provided, however, that trades would be reviewed periodically to ensure that accounts are not systematically disadvantaged by this policy. Park Edge would determine the appropriate number of shares and select the appropriate brokers consistent with its duty to seek best execution.

## **Item 13: Review of Accounts**

### **A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews**

All client accounts are monitored at least quarterly by the Relationship Manager, who may seek consultation with the firm's Chief Investment Officer. Client reviews are conducted by the Relationship Manager at least annually.

Financial Plans are updated at least annually by the firm's Certified Financial Planner.

Actively managed discretionary accounts are monitored daily by the firm's Chief Investment Officer.

### **B. Factors That Will Trigger a Non-Periodic Review of Client Accounts**

Reviews of client accounts may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

### **C. Content and Frequency of Regular Reports Provided to Clients**

Each client will receive a statement from the custodian each month for which there is account activity, or at least quarterly. A performance report can be provided by Park Edge as requested by the client.

## **Item 14: Client Referrals and Other Compensation**

### **A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)**

Charles Schwab & Co., Inc. Advisor Services provides Park Edge with access to Charles Schwab & Co., Inc. Advisor Services' institutional trading and custody services, which are typically not available to Charles Schwab & Co., Inc. retail investors. These services generally are available to independent investment advisers on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the adviser's clients' assets are maintained in accounts at Charles Schwab & Co., Inc. Advisor Services. Charles Schwab & Co., Inc. Advisor Services includes services that are related to the execution of securities transactions, custody, research, including that in the form of advice, analyses and reports, and access to mutual funds and other investments that are otherwise generally available



only to institutional investors or would require a significantly higher minimum initial investment.

Charles Schwab & Co., Inc. Advisor Services also makes available to Park Edge other products and services that benefit Park Edge. These products and services assist Park Edge in managing and administering clients' accounts. These include software and other technology (and related technological training) that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts, if applicable), provide research, pricing information and other market data, facilitate payment of Park Edge's fees from its clients' accounts (if applicable), and assist with back-office training and support functions, recordkeeping and client reporting. Many of these services generally may be used to service all or some substantial number of Park Edge's accounts. Charles Schwab & Co., Inc. Advisor Services also makes available to Park Edge other services intended to help Park Edge manage and further develop its business enterprise. These services may include professional compliance, legal and business consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, employee benefits providers, and human capital consultants, insurance and marketing. In addition, Charles Schwab & Co., Inc. Advisor Services may make available, arrange and/or pay vendors for these types of services rendered to Park Edge by independent third parties. Charles Schwab & Co., Inc. Advisor Services may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to Park Edge. Park Edge is independently owned and operated and not affiliated with Charles Schwab & Co., Inc. Advisor Services. Charles Schwab & Co., Inc. Advisor Services Inc. offers to some of its RIA customers other services that may not benefit its clients' accounts. These benefits may include national, regional or RIA specific educational events organized and/or sponsored by Charles Schwab & Co., Inc. Advisor Services. Other potential benefits may include occasional business entertainment of personnel of RIAs by Charles Schwab & Co., Inc. Advisor Services personnel, including meals, invitations to sporting events, including golf tournaments, and other forms of entertainment, some of which may accompany educational opportunities

#### **B. Compensation to Non - Advisory Personnel for Client Referrals**

Park Edge does not directly or indirectly compensate any person for client referrals.

### **Item 15: Custody**

When advisory fees are deducted directly from client accounts at the custodian, Park Edge will be deemed to have limited custody of client's assets and must have written authorization from the client to do so. Clients will receive all account statements and billing invoices that are required in each jurisdiction, and they should carefully review those statements for accuracy.



## **Item 16: Investment Discretion**

Park Edge provides discretionary and non-discretionary investment advisory services to clients. The advisory contract established with each client sets forth the discretionary authority for trading. Where investment discretion has been granted, Park Edge generally manages the client's account and makes investment decisions without consultation with the client as to when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, what securities to buy or sell, or the price per share.

## **Item 17: Voting Client Securities (Proxy Voting)**

Park Edge will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

## **Item 18: Financial Information**

### **A. Balance Sheet**

Park Edge is not required per Rule 206(4)-4 of the Advisors Act to disclose a balance sheet.

### **B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients**

Neither Park Edge nor its management has any financial condition that is likely to reasonably impair Park Edge's ability to meet contractual commitments to clients.

### **C. Bankruptcy Petitions in Previous Ten Years**

Park Edge has not been the subject of a bankruptcy petition in the last ten years.