



PARK CITY CAPITAL, INC.

Form CRS- Client Relationship Summary June 8, 2021

Introduction

Park City Capital, Inc. is registered with the Securities and Exchange Commission (SEC) as a broker dealer. We provide brokerage accounts and services. We are not a registered investment advisor.

Brokerage and advisory services and fees differ, and that it is important to understand these differences. Free simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisors, and investing.

Additional information is available online at <https://brokercheck.finra.org/firm/summary/16861>

What investment services and advice can you provide me?

Services: We offer limited brokerage services to retail investors. If you open a brokerage account, you can buy and sell certain securities. You may also open an account directly with an issuer (like a Mutual Fund). Many of the securities we sell are generally described in the “Fees” section below. We offer insurance products, annuities, private placements and capital formation services. Additional information can be found at <http://www.parkcitycapital.net> You may select investments or we may recommend investments for your account, but the ultimate investment decision as to your investment strategy and the purchase or sale of investments will be yours.

Account Monitoring: Unlike advisory accounts, we do not monitor your investments on an ongoing basis.

Investment Authority: As a non-discretionary broker-dealer, the retail investor makes the ultimate decision regarding the purchase or sales of investments.

Limited Investment Offerings: Although we offer a broad range of products, including some mutual funds and private placements we do not offer all products of every type.

Account Minimums and Other Requirements: We do not impose any account minimums. However, certain mutual funds and specific product issuers/ sponsors may impose account minimums that we must comply with.

Additional Information: Information in regard to the services that Park City Capital, Inc. provides can be found here: <http://www.parkcitycapital.net/services.html>

Conversation Starters: Ask your financial professional

- Given my financial situation, should I choose a broker-dealer? Why or why not?
- How will you choose investments to recommend to me?
- What is your relevant experience, including your licenses, education, and qualifications? What do these qualifications mean?

What fees will I pay?

The fee you pay is based on the specific transaction and not the value of your account. You pay more fees when you trade or invest more, so we have an incentive to encourage you to trade and invest in securities. With mutual funds, this fee (typically called a "load") reduces the amount of your investment and may be up to 8.5%. Mutual funds with lower up-front charges, typically carry higher ongoing fees. For alternative investments, such as REITs, private placements, or other products purchased directly from an issuer, the commission may be up to 10%. This can immediately reduce your initial investment. For variable annuities and insurance, the commission may be up to 8%. Unlike mutual funds and some alternative investments, the commission your representative receives for placing your annuity with the carrier does not reduce your initial invested amount. In each of these transactions, you will receive a

prospectus or other offering document in advance as well as subsequent trade confirmation that details the amount of the commission or load. Some investments (such as mutual funds and variable annuities) impose additional fees that will reduce the value of your investment over time. Also, with certain investments such as variable annuities, you may have to pay fees such as "surrender charges" to sell the investment. These fees are also described in detail in a prospectus or other offering document that you receive when you purchase an investment.

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: 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 providing recommendations? How else does your firm make money and what conflicts of interest do you have?

When we provide you with a recommendation, 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 recommendations we provide you. Here are some examples to help you understand what this means. Broker-Dealer Manager for some products. We have a greater incentive to sell these products to you because we make additional money when you buy the product. Proprietary Products are products owned or sponsored by us or a related company. We have a greater incentive to recommend Proprietary Products we offer because we or a related company make additional money when you buy the product. Third-party Payments. We receive direct payments from third parties when you invest in certain products, such as insurance products, mutual funds and private placements. We have an incentive to recommend products that pay additional compensation to us over products that pay a lesser amount or none at all. Revenue Sharing is where a company that sponsors or manages a company you invest in shares a portion of management or other fees it earns from your account. We have an incentive to recommend products that share revenue received from your account over products that pay a lesser amount or none at all. This summary does not detail all of our conflicts of interest or all material facts regarding our conflicts of interest.

Conversation Starters: Ask your financial professional

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

How Do Your Financial Professionals Make Money?

Our Financial Professionals make money by sharing in a percentage of the commission or load you pay us when you purchase a security. Commissions and loads are described in the Fees section above. Financial Professionals with higher annual sales can receive a higher percentage share of the commissions, therefore they may have an incentive to encourage you to engage in frequent transactions.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

Yes. Visit <https://www.investor.gov/CRS> for free and simple search tools to research our firm and our financial professionals

Conversation Starters: Ask your financial professional

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

Additional Information

For additional up to date information about our brokers and services, visit: <https://brokercheck.finra.org/firm/summary/16861>, your account agreement, and <http://www.parkcitycapital.net/>

If you would like to request up-to-date information, a copy of the relationship summary, or have a problem with your investments, account or financial professional, please contact Steven Segal, Compliance Officer, in writing at ssegal@parkcitycapital.net or call: 215-517-5700.

Conversation Starters: 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?