

Portfolio Design Advisors, Inc. ("PDA") is an investment advisor registered with the United States Securities and Exchange Commission¹. Brokerage and investment advisory services and fees differ and it is important to understand the differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisors, and investing.

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

PDA offers asset management services under a wrap fee program marketed as the Axiom program.

- The Axiom program is a Unified Managed Account ("UMA") program with the ability to select multiple portfolio strategist models, each managed separately within a single account.
- Your financial professional will meet with you to understand your current financial situation, existing resources, goals, risk tolerance, and investment objectives. Based on what is learned, your financial professional will recommend a portfolio of models that is regularly monitored, and if necessary, rebalanced.
- PDA accounts are managed on a discretionary basis which means we do not need to contact 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.
- We only provide advice related to the models available within our program. Various asset types are available within the models, and they include: no-load mutual funds, load waived mutual funds, exchange traded funds, stocks, cash, and cash equivalents.
- Typically, we require a minimum account size of \$25,000 to establish and maintain a managed account. Exceptions can be granted to this account minimum at our discretion, based on your specific situation. For example, if the market value of the account drops below the minimum PDA is able to continue managing the account; or PDA can allow an account to be established below the minimum knowing that the account will receive additional funds soon.

For more detailed information please refer to our Axiom Wrap Fee Disclosure Brochure, the sections titled 'Services, Fees and Compensation' and 'Account Requirements and Types of Clients' on our website.

QUESTIONS TO ASK YOUR FINANCIAL PROFESSIONAL ABOUT RELATIONSHIPS AND SERVICES:

- 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?

- Your account will be billed based on a percentage of assets under management ("AUM"). The greater the assets you have in your account, the more fees you will pay, and, accordingly, PDA and our financial professionals have incentive to encourage you to increase assets in the account.
- The total AUM fee includes the Rep Fee plus Model Cost and will never exceed 2.50%
- The Rep Fee is a set fee negotiated between you and your financial professional and disclosed in your agreement.
- The Model Cost portion will vary based on the account allocation but will never be more than 0.75% or 75 basis points. Each models' specific cost is disclosed to you within the Model Cost Disclosure.
- The Axiom program fee is a combined fee for management and transactions as disclosed in the Axiom Wrap Fee Disclosure Brochure. This combined fee for management and transaction can be higher than

¹ Registration with the SEC does not imply a certain level of skill or training. The information in this summary has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

some traditional management programs, where management and transaction fees are paid separately. The relative cost of the program types depends on the number of trades placed in the account.

- It is possible that you will incur other charges from third parties such as the custodian, including but not limited to mutual fund 12(b)-1 distribution fees, sub accounting fees, contingent deferred sales charges, short term redemption fees, qualified retirement plan fees, mutual fund management fees, and account maintenance fees. A description of these fees and expenses are available in each investment company security's prospectus.

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 detailed information please refer to our Axiom Wrap Fee Disclosure Brochure, the section titled 'Services, Fees and Compensation' and our Axiom Model Cost Disclosure on our website.

QUESTION TO ASK YOUR FINANCIAL PROFESSIONAL ABOUT THE IMPACT OF FEES & COSTS ON INVESTMENTS:

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 ADVISOR?

HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS OF INTEREST DO YOU HAVE?

- **When we act as your investment advisor**, 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 interest. 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.
- We have our own PDA models available in the program. Because there is no third party involved our cost is less for PDA models. This provides incentive for a representative to recommend PDA models over other strategist models.
- We only make money from the Model Cost portion of the total AUM fee.

For more detailed information about our conflicts of interest, please review our Axiom Wrap Fee Disclosure Brochure on our website.

QUESTION TO ASK YOUR FINANCIAL PROFESSIONAL ABOUT CONFLICTS OF INTEREST:

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

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial professionals receive the Rep Fee portion of the Total AUM fee. If your financial professional is affiliated with an IA firm other than PDA, we pay the Rep Fee to their IA firm for their benefit. Financial professionals have incentive to negotiate a higher Rep Fee as it directly increases their income.

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

No. Please visit Investor.gov/CRS for a free and simple search tool to research PDA and your financial professional.

QUESTION TO ASK YOUR FINANCIAL PROFESSIONAL ABOUT THEIR DISCIPLINARY HISTORY:

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

ADDITIONAL INFORMATION

You can find additional information, all referenced disclosures, and a copy of this relationship summary on our website at www.portfoliodesign.us/disclosures. Our full Brochure and this document are also available at <https://adviserinfo.sec.gov/firm/summary/137789>. To request up-to-date information or a copy of our current relationship summary please contact us at 877-335-7035, option 1.

QUESTIONS TO ASK YOUR FINANCIAL PROFESSIONAL ABOUT THE CONTACTS AND COMPLAINTS:

Who is my primary contact person? Is he or she a representative of an investment advisor or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?