

# PLAN B. INVESTMENTS, INC.

## FIRM INTRODUCTION

Plan B Investments, Inc. ("PBII") is providing this *Customer Relationship Summary* as part of its SEC Form CRS Relationship Summary obligation. Our firm makes recommendations under Regulation Best Interest and is providing this document to give you more information about our relationship with you, as a retail client. Throughout this summary, we have called out some "conversation starters," which you may wish to discuss with us as you get to know us better. We have identified these items as bullet points throughout this summary.

Plan B Investments, Inc. is a dually registered firm which means that we are both an Investment Advisor, registered with the State of California, and a Broker-Dealer, registered with the SEC and a member of the Financial Industry Regulatory Authority ("FINRA"). Detailed information regarding PBII Investments, Inc. can be found on public websites including [www.finra.org](http://www.finra.org) and [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. For more information, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS). This site also provides free educational materials about broker-dealers, investment advisers, and investing.

## WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

PBII provides **non-discretionary** brokerage services utilizing a limited menu of investment products such as mutual funds and variable annuities. We provide you with individualized recommendations which are discussed with you prior to transacting any purchase or sale. PBII offers broker-dealer (brokerage) services to individuals, their families, and small businesses.

If you open a brokerage account, you will pay us a transaction-based fee, generally referred to as a commission, every time you purchase an investment. Although you will not pay a transaction fee to sell one of these securities, you may incur what is called a surrender fee. **Non-discretionary** brokerage services means that all suggested changes to your account will be discussed with you prior to implementation and only upon your expressed authorization will they be implemented.

PBII does not have minimum account requirements to open a brokerage account but some of our custodians may require a minimum on-going balance to be retained in the account. We do not provide account monitoring services or custody of your brokerage account. Custody is provided by one of our third-party companies (custodians) depending on the type of investments you purchase.

When you open a brokerage account you establish a transactional, commission-based relationship with PBII that differs from the fee-based, financial planning services we offer through our investment advisory platform and is more limited in scope of services provided.

Depending on your needs and investment objectives, we can provide you with services in a brokerage account, investment advisory account, or both at the same time. This document gives you a summary of the types of **brokerage account services** we provide and how you pay. Information about our investment advisory account services is available under a separate Form CRS Summary document. Please feel free at any time to ask us for more information regarding any of our services.

**There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you. Our brokerage services are designed to consider your investment objectives, risk tolerance, time horizon, and other investing parameters that are important to you.**

**CONVERSATION STARTERS.** Ask your financial professional:

- ***Given my financial situation, should I choose a brokerage service? Why or why not?***
- ***How will you choose investments to recommend to me?***
- ***What is your relevant experience(s), including your licenses, education, and other qualifications? What do these qualifications mean?***

For **Additional Information** on our services please see our Reg BI Disclosure.

## WHAT FEES WILL I PAY?

Commissions represent the compensation we receive if acting as your 'broker' when providing investment recommendations in brokerage-only accounts. We subsequently buy securities on your behalf based on recommendations we have made to you or complete unsolicited investment transactions you have instructed us to make. These commission charges are made through the broker-dealer side of PBII. The commission on each transaction depends on the asset purchased (mutual fund or annuity).

When purchasing 'load' mutual funds or variable annuities, we receive compensation (commissions) directly from the fund or insurance company. This typically ranges from 0.00% up to 5.75% depending on the size of the purchase, the type of share class of the purchase, and the compensation schedule of the fund or insurance company.

As compensation for providing ongoing information and services relating to your investment, we receive servicing fees, sometimes referred to as a 'trail' or 12(b)1 fee. These fees range from 0.00% to 1.00% but the majority are below 0.85%. Some investments may be subject to surrender charges if the investment is sold prior to meeting the required minimum holding period. Additional information is available in the prospectus of the mutual fund or variable annuity you are purchasing regarding any holding period requirements.

For **brokerage accounts**, you will be charged a commission for each new purchase completed in your account and therefore PBII may have an incentive to encourage you to invest more assets.

**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 STARTER.** 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?***

**For Additional Information** on specific fees and how fees are calculated, refer to our Reg BI Disclosure and your account application paperwork.

## **WHAT ARE YOUR LEGAL OBLIGATIONS TO ME WHEN PROVIDING RECOMMENDATIONS? HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS OF INTERESTS 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 that we provide you. Here is an example to help you understand what this means:

PBII is a 'dually registered' firm. This means that PBII is both a broker-dealer and investment advisor. A conflict exists because PBII may receive compensation for securities transactions placed through the PBII broker-dealer on transactions initiated on the investment advisory side of PBII. The company addresses this conflict by disclosing our dual registration status to our clients and not requiring that our brokerage clients purchase advisory services from PBII.

In addition, PBII is also an insurance agency registered with the State of California as PBII Insurance Agency. PBII may recommend to clients products or services provided through its affiliation with one or more insurance providers. To address this conflict, in the event that any insurance products are recommended, PBII discloses our Insurance Agency affiliation and advises that the client is under no obligation to purchase the insurance product through PBII. PBII receives compensation for sales of insurance products transacted through PBII Insurance Agency, which is in addition to the fees mentioned above.

You are encouraged to ask us about any conflict presented and review your account paperwork and our Reg BI Disclosure for additional details on these sources of compensation and the associated conflicts of interest.

**CONVERSATION STARTER.** Ask your financial professional:

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

**For Additional Information** on our services please see our Reg BI Disclosure.

## **HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?**

Our financial professionals receive brokerage commissions for any investment products they sell you in their capacity as registered representatives of PBII's broker-dealer. The level of compensation received for transactions in a brokerage account depends on the type of product purchased. Non-cash compensation is provided to financial professionals in the form of education meetings and recognition trips. Portions of these programs are subsidized by external vendors and affiliates, such as mutual fund companies and insurance carriers. Consequently, product providers that sponsor and/or participate in education meetings and recognition trips gain opportunities to build relations with financial professionals, which could lead to sales of such product provider's products.

To eliminate potential conflict, PBII does not use a performance-based fee structure.

**For Additional Information** regarding our financial professional's compensation please see our Reg BI Disclosure.

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

No, the firm and its financial professionals have not been involved in any legal or disciplinary events.

**CONVERSATION STARTER.** Ask your financial professional:

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

**For Additional Information** about us and our financial professionals, visit [Investor.gov/CRS](http://Investor.gov/CRS) or [Brokercheck.finra.org](http://Brokercheck.finra.org).

## **ADDITIONAL INFORMATION**

For additional and up-to-date information about our services, or to request a copy of this Relationship Summary, please contact our firm at 888-511-4611, or by email at: [mpo@planbii.com](mailto:mpo@planbii.com).

**CONVERSATION STARTER.** Ask your financial professional:

- ***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?***