

PLAN B INVESTMENTS, INC.

Form CRS Customer Relationship Summary

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| FIRM INTRODUCTION | <p>Plan B Investments, Inc. ("PBII") 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 and 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, which also provides educational materials about broker-dealers, investment advisers, and investing.</p> | |
| WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME? | <p>We offer both broker-dealer (brokerage) and investment advisory services to individuals, their families and small businesses.</p> <p><u>Broker-Dealer Services:</u></p> <p>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.</p> <p>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.</p> <p>PBII does not have minimum account requirements to open a brokerage account but some of our custodians may require a minimum ongoing balance to be retained in the account.</p> <p>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.</p> <p>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.</p> | <p><u>Investment Advisory Services:</u></p> <p>PBII provides non-discretionary investment advisory services using several different types of investment products which may include: stocks, bonds, ETF's, mutual funds, U.S. government securities, money market accounts and real estate investment trusts (REITs), depending on your needs and objectives.</p> <p>PBII also offers the option of discretionary investment advisory services to clients through our relationship with Third-Party Manager/Investment Advisors.</p> <p>We offer clients the option of <u>Continuing Financial Advisory Consultations</u> (consultation only) or <u>Comprehensive Financial Planning</u> services.</p> <p>For clients that choose <u>Continuing Financial Advisory Consultations</u>, you will schedule subsequent appointments. There is no minimum asset requirement for a Financial Advisory Consultation. Under this option there is not any ongoing account monitoring provided or reports generated for you.</p> <p>For clients that select <u>Comprehensive Financial Planning</u>, your financial plan includes review and analysis of assets with a minimum account size requirement of \$25,000. PBII provides recommendations for allocating assets to provide diversification in accordance with client's risk tolerance, investment objectives, current and future financial needs, time related goals and tax status.</p> <p>For this option, investment advisory services are provided through a Third-Party Manager/Investment Advisor whose strategy aligns best with your goals and objectives. The Third-Party Manager/Investment Advisor's custodian will provide custody of your investment assets. As part of your financial plan, PBII conducts on-going reviews and evaluations of the Third-Party Manager/Investment Advisor. For a full list of planning details and options, please see our ADV Part 2A Brochure.</p> |

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| <p>WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME? (CONT.)</p> | <p>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 services we provide and how you pay. Please feel free at any time to ask us for more information regarding any of our services.</p> <p>You should carefully consider which types of accounts and services are right for you. All of our services are designed to take into account your investment objectives, your risk tolerance, your time horizon, and other financial decisions important to you.</p> <p>CONVERSATION STARTERS. Ask your financial professional:</p> <ul style="list-style-type: none"> • <i>Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? Why or why not?</i> • <i>How will you choose investments to recommend to me?</i> • <i>What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?</i> <p>For Additional Information on our services please see our Reg BI Disclosure and our ADV Part 2A Brochure Items 4 and 13.</p> | |
| <p>WHAT FEES WILL I PAY?</p> | <p><u>Broker-Dealer Services:</u></p> <p>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).</p> <p>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.</p> <p>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%.</p> <p>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.</p> | <p><u>Investment Advisory Services:</u></p> <p>PBII earns a per hour fee for <u>Continuing Financial Advisory Consultations</u> or a Flat-Fee (asset-based fee) for <u>Comprehensive Financial Planning</u>.</p> <p>For <u>Continuing Financial Advisory Consultations</u>, the fee is \$250 per hour with an initial minimum fee of 2 hours (\$500). These hourly rates are negotiable.</p> <p>For <u>Comprehensive Financial Planning</u>, a Third-Party Manager/Investment Advisor is selected to manage your accounts directly. For these accounts, the advisory fee is calculated as a percentage of assets under management. Fees are calculated based upon the market value of the assets held in your account as of the last business day of the preceding calendar quarter. This fee is payable either in advance or in arrears as elected on the client agreement and is negotiable. In addition to the advisory fee, clients pay normal costs of transactions and executions charged by the Third-Party Manager/Investment Advisor.</p> <p>The Third-Party Manager/Investment Advisor, the will determine the investment advisory fee. PBII’s compensation from the Third-Party Manager/Investment Advisor’s fees will be 1.05% or less of assets under management. Fees are negotiable to the extent they are negotiable by the Third-Party Manager/Investment Advisor.</p> <p>There are additional fees relating to IRA and Qualified Retirement Plan accounts that you normally incur such as maintenance and termination fees. These types of fees are charged directly from the Third-Party Manager/Investment Advisor’s custodian that is holding your investment account. You will find these fees disclosed in the account application paperwork provided to you associated with these type of accounts.</p> |

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| <p>WHAT FEES WILL I PAY? (CONT.)</p> | <p>For brokerage accounts, you will be charged with each new purchase completed in your account and therefore PBII may have an incentive to encourage you to invest more assets.</p> <p>For investment advisory accounts, the more assets in your advisory account, the more you will pay in fees, and the firm may therefore have an incentive to encourage you to increase the assets in your account.</p> <p><i>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.</i></p> <p>CONVERSATION STARTER. Ask your financial professional:</p> <ul style="list-style-type: none"> • <i>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?</i> <p>For Additional Information on specific fees and how fees are calculated, refer to our Reg BI Disclosure (for broker-dealer services), and/or our ADV Part 2A Brochure Item 5 (for investment advisory services) and your account application paperwork.</p> |
| <p>WHAT ARE YOUR LEGAL OBLIGATIONS TO ME WHEN PROVIDING RECOMMENDATIONS AS MY BROKER-DEALER OR WHEN ACTING AS MY INVESTMENT ADVISER?</p> <p>HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS OF INTERESTS DO YOU HAVE?</p> | <p><i>When we provide you with a recommendation as your broker-dealer or act as your investment adviser</i>, 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:</p> <p>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 broker-dealer side of PBII for investment advisory services. PBII addresses this conflict by disclosing our dual registration status to our clients and not requiring that our brokerage clients purchase advisory services from PBII.</p> <p>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 and will be provided with the opportunity to purchase the product through an unaffiliated insurance agency. PBII receives compensation for sales of such insurance products transacted through PBII Insurance Agency which is in addition to the fees mentioned above.</p> <p>You are encouraged to ask us about any conflict presented and review your account paperwork, our Reg BI Disclosure and our ADV Part 2A Brochure for additional details on these sources of compensation and the associated conflicts of interest.</p> <p>CONVERSATION STARTER. Ask your financial professional:</p> <ul style="list-style-type: none"> • <i>How might your conflicts of interest affect me, and how will you address them?</i> <p>For Additional Information about our conflicts please see our Reg BI Disclosure and our ADV Part 2A Brochure Items 5, 10 and 14.</p> |
| <p>HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?</p> | <p>For investment advisory accounts, our financial professionals are compensated through the investment advisory service fees described on page 2 of this Relationship Summary.</p> <p>In addition to providing advisory services, our financial professionals receive commissions for any investment products they may sell to you in a brokerage account 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.</p> <p>To eliminate potential conflict, PBII does not use a performance-based fee structure.</p> |

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| HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY? (CONT.) | <p>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.</p> <p>For Additional Information regarding our financial professional's compensation please see our Reg BI Disclosure.</p> |
| DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY? | <p>No, the firm and its financial professionals have not been involved in legal or disciplinary events related to past or present investment clients.</p> <p>CONVERSATION STARTER. Ask your financial professional:</p> <ul style="list-style-type: none"> • <i>As a financial professional, do you have any disciplinary history? For what type of conduct?</i> <p>For Additional Information please see our ADV Part 2A Brochure Item 9. To find out more about us and our financial professionals, visit Investor.gov/CRS or Brokercheck.finra.org.</p> |
| ADDITIONAL INFORMATION | <p>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.</p> <p>CONVERSATION STARTERS. Ask your financial professional:</p> <ul style="list-style-type: none"> • <i>Who is my primary contact person? Is he or she a representative of an investment-advisor or a broker-dealer?</i> • <i>Who can I talk to if I have concerns about how this person is treating me?</i> |