

## PLAN B. INVESTMENTS, INC.

### FIRM INTRODUCTION

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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. 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?

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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. We offer investment advisory services to individuals, their families, and small businesses. PBII also offers the option of **discretionary** investment advisory services to clients through our relationship with Third-Party Manager/Investment Advisors.

We offer clients the option of Continuing Financial Advisory Consultations (consultation only) or Comprehensive Financial Planning services. For clients that choose Continuing Financial Advisory Consultations, 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. For clients that select Comprehensive Financial Planning, 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. 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.

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 **investment advisory account services** we provide and how you pay. Information about our brokerage 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 investment advisory services are designed to take into account 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 an investment advisory 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 ADV Part 2A Brochure Items 4 and 13.

### WHAT FEES WILL I PAY?

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PBII earns a per hour fee for Continuing Financial Advisory Consultations or a Flat-Fee (asset-based fee) for Comprehensive Financial Planning.

For Continuing Financial Advisory Consultations, the fee is \$250 per hour with an initial minimum fee of 2 hours (\$500). These hourly rates are negotiable.

For Comprehensive Financial Planning, 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.

The Third-Party Manager/Investment Advisor 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.

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 types of accounts.

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.

**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 ADV Part 2A Brochure Item 5 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 act as your investment adviser**, 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 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.

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.

You are encouraged to ask us about any conflict presented and review your account paperwork and our ADV Part 2A Brochure 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 ADV Part 2A Brochure Items 5, 10 and 14.

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

For investment advisory accounts, our financial professionals are compensated through the investment advisory fees described on page 1 of this Relationship Summary. 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.

## **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** please see our ADV Part 2A Brochure Item 9. To find out more 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?***