



PINNACLE ADVISORS

Client Relationship Summary (“Form CRS”)

Item 1 – Introduction

Pinnacle Wealth Planning Services, Inc., conducting business at PINNACLE ADVISORS (“Pinnacle”, “we”, “our”, or “us”) is registered with the Securities Exchange Commission (“SEC”) as an investment advisor. Our services and compensation structure differ from a registered broker-dealer, and it is important for you to understand the differences between those structures. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS. The site also provides educational materials about broker-dealers, investment advisors and investing. The italicized sentences appearing in text boxes below are intended to be “conversation starters” for you to have with us, as required by the instructions to Form CRS.

Item 2 – Relationships and Services - What investment services and advice can you provide me?

Pinnacle may be engaged to provide investment advisory services on a discretionary fee basis to individuals and high net worth individuals, families and trusts (our “retail investors” or “clients”). Our firm requires that individual clients utilize our wealth management programs, which include financial planning or educational services in order to utilize our other advisory services so that we will have the information needed in order to make well informed decisions in the best interest of our clients. Pinnacle bundles financial planning with investment advisory, quarterback services and asset tracking and performance reporting service to form our formal Wealth Management Services. As a component of our Wealth Management Programs, our firm provides continuous advice to a client regarding the investment of client funds based on the individual needs of the client. We offer financial planning as a stand-alone service or as a component of our wealth management services. Clients purchasing this service receive initial written reports which provides a detailed financial plan designed to assist the client in achieving his or her financial goals and objectives, as well as ongoing online access to his or her financial plan as it changes over time. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Our investment recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice regarding the following securities: Equity securities, corporate debt, commercial paper, certificates of deposit, municipal securities and United States government securities.

Pinnacle may allocate a portion of client assets among unaffiliated independent investment managers available on various custodian investment platforms. In such situations, the *Independent Manager[s]* shall have day-to-day responsibility for the active discretionary management of the allocated assets. Pinnacle shall continue to render investment advisory services to the client relative to the ongoing monitoring and review of account performance, asset allocation and client investment objectives.

We have established certain initial minimum account requirements, based on the nature of the service(s) being provided. For a more detailed understanding of those requirements, please review the disclosures provided in each applicable service. For more detailed information about our advisory business and the types of clients we generally service, please see Items 4 and 7, respectively in our [Form ADV Part 2A](#).

Conversation Starters:

<i>Given my financial situation, should I choose an investment advisory service? 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>

Item 3 – Fees, Costs, Conflicts, and Standard of Conduct - What fees will I pay?

Pinnacle’s Wealth Management and Trust Wealth Management Programs are charged as a percentage of assets under management which vary and generally range between 0.80% and 1.20%. These fees are billed quarterly, in arrears, based on the average daily market value of the managed portfolio during the billing quarter. For our clients with more comprehensive planning needs, the annual flat fees will apply based upon client complexity and will generally range between \$1,000 and \$5,000 annually. These fees are billed quarterly in arrears. Individual clients are required to be a part of one of our Wealth Management programs in order for our firm to provide investment advisory service. Our clients are required to pay a minimum annual fee according to the Wealth Management Program agreed upon in their contract. This minimum annual fee, generally between \$500 and \$20,000, can be met by adding all of fees paid for the client’s wealth management program, quarterback services and asset tracking and performance reporting services.

Financial Planning Fees: Pinnacle's financial planning fees are included in the Wealth Management Fee for our formal Wealth Management Programs. For financial planning only clients, Pinnacle's one-time Financial Planning fees range from \$2,000 to \$20,000.

Quarterback Fees: Pinnacle's basic Quarterback fees are included in the client’s Wealth Management Program fee. These fees are charged on a fixed fee basis, typically ranging from \$2,000 to \$20,000, billed quarterly in arrears based on their fixed quarterly fee.

Asset Tracking and Performance Reporting Fees: Asset Tracking fees are charged based upon the amount of non-managed assets being tracked. Non-Wealth Management clients are charged 0.15% based on the first dollar tracked. An asset tracking fee of 0.15% is charged

on non-managed assets above those included in their Wealth Management program. Additionally, if Pinnacle facilitates the opening of a non-managed investment account on behalf of a client, Pinnacle will also charge a one-time \$250 account opening administration fee. Pinnacle, in its sole discretion, may charge a lesser investment advisory fee, waive its minimum annual fee, and/or a charge a flat fee based upon certain criteria. As result, similarly situated clients could pay different fees. In addition, similar advisory services may be available from other investment advisers for similar or lower fees.

Custodial and other Fees: Your account will be held with a qualified custodian. If your assets are invested in mutual funds, ETFs, or other registered and unregistered investment companies, you will bear your pro rata share of the investment management fees and other fees of the funds, which are in addition to the fees you pay us. These fees and expenses are described in each fund's prospectus or other offering documents. When providing services on an advisory fee basis, our representatives do not also receive commission compensation or 12b-1 fees for such advisory services. Clients participating in separately managed account programs may be charged various program or administration fees in addition to the advisory fee charged by our firm. We will review with clients any separate program fees that may be charged to clients. The investment management fee charged by the *Independent Manager[s]*, and any applicable platform fee, is separate from, and in addition to, Pinnacle's advisory fee as set forth in the fee schedule at Item 5 of our [Form ADV 2A](#).

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 about our fees and costs related to our management of your account, please see Item 5 in our Form [ADV Part 2A](#).

As further disclosed in our Form [ADV Part 2A](#), a client's cash positions (money markets, etc.) shall be included as part of assets under management for purposes of determining Pinnacle's advisory fee. In addition, if Client maintains a margin balance, Pinnacle will bill on the higher margin value.

Conversation Starters:

Help me understand how these fees and costs might affect my investments. If I give you \$1,000,000 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 must act in your best interest and not put our interests 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 is one example to help you understand what this means:

* Pinnacle has a passive member ownership interest in a CPA firm, Pinnacle CPA Advisory Group, LLC ("CPA Firm"). Pinnacle intends to refer clients to CPA Firm for tax and accounting related services. Given its ownership interest in CPA Firm, Pinnacle has an economic incentive to recommend CPA Firm. Thus, Pinnacle has a conflict of interest when it makes such recommendation. No client is under any obligation to engage CPA Firm. For more detailed information about our *conflicts* of interest, please review Item 4, 5, 10, 11, 12 and 14 of our [Form ADV Part 2A](#).

Conversation Starters:

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

How do your financial professionals make money?

Our financial professionals are generally compensated on a salary basis, revenue sharing and/or discretionary bonuses. One of our representatives, in his individual capacity, is an attorney, and in such separate individual capacity and exclusively through his separate law office, may provide legal services on a separate fee basis, including to Firm clients. You should discuss your financial professional's compensation directly with your financial professional.

Item 4 – Disciplinary History

Do you or your financial professionals have legal or disciplinary history? No. We encourage you to visit www.Investor.gov/CRS to research our firm and our financial professionals. Furthermore, we encourage you to ask your financial professional: "As a financial professional, do you have any disciplinary history? If so, for what type of conduct?"

Item 5 – Additional Information

Additional information about our firm is available on the SEC's website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer, Jennifer Henderson, at any time to request a current copy of our [Form ADV Part 2A](#) or our relationship summary. Our Chief Compliance Officer may be reached by phone at (419) 526-5226.

Conversation Starters:

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