

# CLIENT RELATIONSHIP SUMMARY

Private Portfolio, Inc. 11/18/2022

## **Introduction**

Private Portfolio, Inc. is registered with the Securities and Exchange Commission (SEC) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (FINRA), and the Securities Investor Protection Corporation (SIPC).

Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing.

## **What investment services and advice can you provide me?**

We offer brokerage services to retail investors, including buying and selling securities. Our independent investment professionals also offer; clearing, custody, asset movement, confirms, statements, tax reporting, foreign currency, online and mobile access, retirement accounts. We do not offer investment monitoring or proprietary products.

You make the ultimate decision regarding the purchase or sale of investments.

*For additional information, please see: <https://privateportfolio.com/>*

**Conversation Starters.** Ask your financial professional—

- 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?
- 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?**

Commissions are transaction-based: clients pay commissions for trades in equities, fixed income, and bonds. Costs are higher when there are more trades in any account.

Fees and costs are transaction-based, and you will pay these 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 additional information, please see: <https://privateportfolio.com/disclosures/>*

*On other fees and costs related to your brokerage services and investments, please see: <https://privateportfolio.com/disclosures/>*

**Conversation Starters.** 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?

**What are your legal obligations to me when providing recommendations? How else does your firm make money? What conflicts of interest 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, we provide you. Here are some examples to help you understand what this means.

Principal trading: We offer a client-tailored service to connect bond sellers and buyers based on clients' stated investment goals. To enable these trading services, we charge a markup on bonds purchased or sold, paid at the time of the transaction. This affects the purchase or sale price for the client. Clients may talk to their broker at any time to find out exactly what costs may be.

*For additional information, please see: <https://privateportfolio.com/disclosures/>*

**Conversation Starters.** Ask your financial professional—

- 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 compensated by transaction fees, including mark-ups and commissions. They receive a percentage of commissions earned, the rest goes to the firm and to the clearing firm.

**Do you or your financial professionals have legal or disciplinary history?**

Yes - Private Portfolio, Inc. participated in the Self-Reporting Share Class Selection Disclosure Initiative. Visit <https://www.investor.gov/CRS> for a free and simple search tool to research us and our financial professionals.

**Conversation Starters.** Ask your financial professional—

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

**Additional Information**

Private Portfolio, Inc. is also a State Licensed Investment Adviser; some of our reps are advisers and will make investment decisions for a fee. Ask your financial professional for more information, and see: <https://privateportfolio.com/disclosures/>

If you would like additional information, please call (858) 551-2071.

**Conversation Starters.** Ask your financial professional—

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