

# Form Customer Relationship Summary

---

## Item 1. Introduction

PruFid Financial Advisors LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser.

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 [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

## Item 2. Relationships and Services *What investment services and advice can you provide me?*

### Description of Services

We offer investment advisory services to retail investors.

(i) Monitoring: we routinely monitor our Portfolio Management clients' accounts on an ongoing basis, but at least once per quarter.

(ii) Investment Authority: We generally manage on a non-discretionary basis (i.e., getting your explicit permission for each and every transaction—you would make the ultimate decision regarding the purchase or sale of investments). However, some clients contract with us to manage on a discretionary basis (i.e., NOT getting your permission for each transaction, but being subject to limitations described in a written Investment Policy Statement approved by you in advance).

(iii) Limited Investment Offerings: We do NOT limit our advice to any proprietary products or a limited menu of investments. We are free to select the best investment products available for you.

(iv) Account Minimums and Other Requirements: We have no minimum account size. However, due to our minimum annual fee, there is a practical minimum account size of ~\$3M. The fees on an account smaller than that would tend to be excessive.

**For additional information, please see our [Form ADV Part 2A](#).**

**CONVERSATION STARTER:** 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, including your licenses, education and other qualifications? What do these qualifications mean?”*

## Item 3. Fees, Costs, Conflicts, and Standard of Conduct *What fees will I pay?*

Portfolio Management clients pay PruFid a quarterly fee in arrears, based on the amount under management, in accordance with the following schedule (subject to a **minimum annual fee of \$30k/yr** (i.e., \$7.5k/quarter)):

First	\$10,000,000:	0.235%/year	(0.05875%/quarter)
Next	\$10,000,000:	0.11%/year	(0.0275%/quarter)
Next	\$30,000,000:	0.055%/year	(0.01375%/quarter)
Next	\$50,000,000:	0.03%/year	(0.0075%/quarter)
Subsequent	Amounts:	0.02%/year	(0.005%/quarter)

### Conflicts of Interest

Note that, because PruFid is compensated as a percentage of assets under management for Portfolio Management clients, PruFid has an incentive to encourage clients to increase their assets under our management.

# Form Customer Relationship Summary

---

## Description of Other Fees and Costs

In addition to the above fees which PruFid receives, clients will be responsible for mutual fund expenses (e.g., the expense ratio associated with a fund) and custodial transaction fees (e.g., a \$24 transaction fee to buy/sell a mutual fund).

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 additional information, please see our [Form ADV Part 2A](#).**

**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?”*

*“What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest 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 investment advice we provide you. Here are some examples to help you understand what this means:

If you are considering paying down a loan/mortgage, because it may decrease the dollar amount under our management (thus reducing the fees you pay us), we have an incentive to recommend that you NOT pay down the loan/mortgage.

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

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

**For additional information, please see our [Form ADV Part 2A](#).**

*How do your financial professionals make money?*

PruFid’s financial professionals ONLY receive the fees described above—paid to us directly by our clients.

## Item 4. **Disciplinary History** *Do you or your financial professionals have legal or disciplinary history?*

Yes. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research PruFid and its financial professionals.

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

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

## Item 5. **Additional Information**

For additional information about our services, view our web site at <http://www.prufidfa.com>, call us at 269-857-2743, or E-Mail us at [prufidfa@gmail.com](mailto:prufidfa@gmail.com). If you would like additional, up-to-date information or a copy of this disclosure, please call us at 269-857-2743, or E-Mail us at [prufidfa@gmail.com](mailto:prufidfa@gmail.com).

**CONVERSATION STARTER:** 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?”*