

## Planned Asset Management, LLC Form CRS

### **Item 1. Introduction** Published 2/26/2021

Planned Asset Management, LLC is registered with the Securities and Exchange Commission as an Investment Adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. The SEC offers free and simple tools to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS) which also provides information tailored to educate retail investors about financial professionals.

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

Our firm provides investment discretion for the following services. If you invest on a discretionary basis, our firm will buy and sell investments in your accounts without requiring your pre-approval on an ongoing basis until you notify us in writing to switch.

- Portfolio management—monitored continuously as part of our standard service. Clients may place reasonable restrictions on the types of assets in which Planned Asset Management will invest in their account.

Our firm also provides financial plans for our clients. These plans are only offered as an additional service to our portfolio management clients.

**For additional information including minimum investment amounts, please see <http://adviserinfo.sec.gov> for our Form ADV, 2A brochure (Items 4 and 7 of Part 2A or Items 4.A. and 5 of Part 2A Appendix 1).**

**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, 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?”

Our fees are assessed quarterly and are disclosed in our Form ADV Part 1A, Item 5.E. and more fully described in our Form ADV Part 2A, Items 5. Some fees create a conflict of interest described below and in more detail in our Firm's Part 2A. Our portfolio management fee will not exceed 1.00% of assets under management on an annual basis. Clients who invest less than \$250,000 will receive limited services, as noted in Form ADV Part 2A Item 4. We also use hourly rates and flat-fee models for financial planning and consulting services.

- If our firm charges you asset based fees, more assets in the account will cause you to pay more in fees and therefore we may have an incentive to encourage you to increase the amount of money invested in those accounts.
- If our firm charges hourly fees, our firm has an incentive to recommend specific courses of action through the firm's services that may lead to representatives and/or the firm receiving additional compensation.
- Quantitative Strategies, Inc. (“QSI”), an affiliated independent registered investment adviser, may be used as a subadviser for client portfolios. QSI will charge fees separately from Planned Asset Management.

There are other fees and costs related to our investment advisory services and investments in addition to the principal fees and costs listed above that you will pay directly or indirectly. Examples of the most common fees and costs are custodian fees, insurance fees and mutual fund fees. Additionally, our firm charges a \$150/year administrative fee.

**Additional Information: 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**

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sure you understand what fees and costs you are paying.

For more detailed information about our fees and costs please review our Form ADV, Part 2A brochure (specifically Items 5.A., B., C., and D.) which can be found <http://adviserinfo.sec.gov>.

**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 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 examples to help you understand what this means.

- Our firm makes money by offering products and services to you that we in turn earn money on and therefore have an incentive to sell these products to you.

**Conversation starters.** Ask your financial professional:

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

### **Additional information:**

For more detailed information about our fees and costs please review our Form ADV, Part 2A brochure (specifically Items 5.A., B., C., and D.) which can be found at <http://adviserinfo.sec.gov>.

### **How do your financial professionals make money?**

- Our professionals are compensated based on the amount of assets they service, in the form of cash compensation, and therefore earn higher compensation for investing more of your money.
- As our compensation is fee-based, clients with more assets under management will generate more revenue.
- Some of our representatives also hold insurance licenses and can receive compensation from insurance sales.

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

Our firm has no disciplinary history. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm 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?

### **Item 5 Additional Information**

You can find additional information about our services and request a copy of the relationship summary by visiting [www.earn4u.com](http://www.earn4u.com); emailing at [info@earn4u.com](mailto:info@earn4u.com); or calling us at (818) 708-6888.

**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?