



June 30, 2021

Pring Turner Capital Group, Inc. is an SEC-registered investment adviser that provides investment advisory services. Investment advisory and brokerage services and fees differ, and it is important to understand the differences. Free and simple tools to research firms and investment professions can be found at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about investment advisers, broker-dealers, and investing.

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

We offer investment advisory services to retail investors. These services include investment management and financial planning. You have the option to have your investments managed directly by us, or through our automated investment program provided by Schwab Wealth Investment Advisory, Inc. (the “Program”). With both services we aim to help you navigate the risks and rewards of the markets. Financial planning is an ongoing service that takes a comprehensive view of your financial situation to develop, monitor, and adjust a financial plan to help you meet your life goals and objectives.

Our investment management approach focuses on the long term, is personalized for you, responsive to economic changes, and is monitored often. As the economic landscape changes, we make adjustments to your stock, bond, cash, and ETF investments. Your portfolio is generally limited to these types of investments. For services offered through the Program, your investments will consist of a portfolio of ETFs and a cash allocation. In each case, your portfolio will receive ongoing investment monitoring as part of our services.

When providing investment management, we generally seek to obtain investment discretion. This means that we will have the authority to make investment decisions and place trades on your behalf. We accept this authority once it has been agreed by you in writing and you may impose certain restrictions on investing in certain securities or specific types of securities. We also offer non-discretionary services. This means that you make the ultimate decision regarding the purchase or sale of investments for your account. To open an account with us, we require a minimum of \$1,000,000 under management. However, this minimum can be waived at our sole discretion. If you choose to enroll in our automated services, we require a minimum investment of \$5,000.

*For additional information on our services and types of clients, please see our Form ADV Part 2A Brochure, Items 4 and 7, available at <https://www.pringturner.com/wp-content/uploads/2021/09/PringTurner-ADV-Part-2-9.21.pdf>*

**Conversation Starters**

- 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?

**What fees will I pay?**

Our fees are customized for you based on your individual circumstances, the amount of funds under management, your objectives and goals, asset allocation, and anticipated activity and service. Fees are billed quarterly in advance and calculated as a percentage of assets under management as of the last day of the previous calendar quarter. This straightforward pricing completely depends on the value of your account, and we **do not** receive compensation from commissions. The total fee you pay rises when your account increases in value and falls when your account decreases. While we believe this keeps our interest aligned with yours, it could create an incentive for us to encourage you to increase the assets in your account. You will also pay additional fees and costs related to our services. These include brokerage costs and transaction fees for any securities or fixed income trades charged by a custodian or executing broker. You will also pay management fees for any ETFs and mutual funds held 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.*

*For additional information on our fees and compensation, billing practices, and other types of fees or expenses clients will pay in connection with our advisory services, please see our [Form ADV Part 2A Brochure](#), Item 5.*

**Conversation Starter:** 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 is an example to help you understand what this means.*

We recommend that you establish your brokerage accounts with Charles Schwab (“Schwab”) to maintain custody of your assets and to direct trades for your accounts. Schwab provides us with institutional trading, custody, investment research, and other technology that benefits us in managing our investment advisory business. This could create an incentive to recommend that you maintain your account with Schwab.

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

*For additional information about our conflicts of interest that can affect our advisory relationship with you, please see our [Form ADV Part 2A Brochure](#).*

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

Our financial professionals are compensated based on salary and receive bonus payments based in part on their introduction of new clients and assets to our firm. This compensation creates a conflict of interest because our financial professionals are incentivized to grow your account values and balances.

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

No. A free and simple search tool to research us and our financial professionals is available at [Investor.gov/CRS](http://Investor.gov/CRS).

**Conversation Starter:** As a financial professional, do you have any disciplinary history? For what type of conduct?

*Additional information about our investment advisory services and a copy of this relationship summary is available by contacting us at 925-287-8527.*

**Conversation Starter:** 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?