

## Pinnacle Wealth Management Partners, Inc.

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FORM CRS

Pinnacle Wealth Management Partners, Inc. is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

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

We offer the following investment advisory services to retail investors: **Portfolio Management Services; Financial Planning and Consulting Services; Stand-Alone Advisory ; Consulting; Pension Consulting Services; Selection of Other Advisers; Educational Classes; 401(k) Management Services. Additionally we are a sponsor and manager of a Wrap Fee Program.** Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A, Items 4, 7, and 8 and Form ADV Part 2 Appendix 1, Items 4 and 5 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/166853>.

**Account Monitoring:** If you open an investment account with our firm, as part of our standard service we will monitor your investments, at a minimum, on a quarterly basis.

**Investment Authority:** We manage investment accounts on a **discretionary** basis whereby **we will decide** which investments to buy or sell for your account. In such cases, we have discretion to select, retain or replace third-party managers to manage your accounts. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing. We also offer **non-discretionary** investment management services where we will provide you with investment advice, but **you will ultimately decide** which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

**Investment Offerings:** We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

**Account Minimums and Requirements:** In general, we require a minimum of \$25,000 to open and maintain an advisory account. At our discretion, we may waive this minimum account size.

### Key Questions to 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?**

### What fees will I pay?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A, Items 5 and 6 and Form ADV Part 2 Appendix 1 Brochures by clicking this link <https://adviserinfo.sec.gov/firm/brochure/166853>.

- **Asset Based Fees** - For our Portfolio Management and Wrap Fee services, depending on the arrangements made at the inception of the engagement and the custodian used, we may either bill our annual fee quarterly in advance or monthly in arrears. In most cases the fee is based on the value of your account on the last business day of the previous quarter or the last day of the billing cycle. However, depending on the sub-adviser used, the fee may alternatively be determined based on the average daily balance during the billing period. 401(k) Plans are billed monthly in advance. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets.
- **Flat Fees** - For our Financial Planning Service, one half of the fee is due at the first financial planning meeting when we begin our financial planning process. The remaining 50% of the fee is due within 45 days of our final planning session. If clients implement the final plan through our Portfolio Management service, the second installment of the financial planning fee will be waived.
- **Hourly Fees** - Payable In arrears
- **Wrap Program Fees** - See **Asset Based Fees** above. Additionally, note that fees associated with a wrap fee

program generally include most transaction costs and fees to a broker-dealer or bank that has custody of the assets; therefore, the asset-based fee is higher than a typical asset-based advisory fee. Since our firm pays the transaction costs associated with securities transactions in your account, we have an incentive to minimize the trading in your account.

- **Other Advisory Fees** - In addition to our fees, we are also compensated by receipt of Advisory fees charged by third party money managers, which are separate and apart from our fees.

Examples of common additional fees and costs include: Custodian fees; Account maintenance fees; Fees related to mutual funds and exchange-traded funds; Transaction charges when purchasing or selling securities (outside of our Wrap Program); Fees related to variable annuities, including surrender charges; and other product-level fees.

**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.**

**Key Questions to 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.

- **Third-Party Payments:** Persons providing advice on behalf of our firm are registered representatives with a broker-dealer. These persons receive compensation in connection with the purchase and sale of securities or other investments. Compensation earned by these persons is separate and in addition to our advisory fees. This presents a conflict of interest because they have an incentive to recommend investment products based on the compensation received rather than solely based on your needs. Additionally, Persons providing investment advice on behalf of our firm are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products. Insurance commissions are separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs.

Refer to our Form ADV Part 2A and Form ADV Part 2 Appendix 1 Brochures by clicking this link <https://adviserinfo.sec.gov/firm/brochure/166853> to help you understand what conflicts exist.

**Key Questions to 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?**

The financial professionals servicing your account(s) are compensated via a salary and bonus. Financial professionals' compensation is based on the amount of client assets they service and the revenue the firm earns from the person's services or recommendations. Our firm or persons associated with our firm may buy or sell the same securities that we recommend to you or securities in which you are already invested. A conflict of interest exists in such cases because we have the ability to trade ahead of you and potentially receive more favorable prices than you will receive. To mitigate this conflict of interest, it is our policy that neither our firm nor persons associated with our firm shall have priority over your account in the purchase or sale of securities.

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

Yes. See [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple research tool.

**Key Questions to Ask Your Financial Professional**

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at 810-220-6322 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/166853>.

**Key Questions to 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?**