

**Form ADV Part 3: Relationship Summary**  
**Personal Investment Management, Inc.**  
**June 15, 2020**

**Introduction**

Personal Investment Management (PIM) is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professionals at <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?**

**Description of Services:** We offer investment advisory services to retail investors. Our investment advisory services include portfolio management along with financial and retirement planning services. For more information, please see **Item 4** of our **Form ADV Part 2A**.

Investment Advisory Services involves us managing and trading your designated account(s). We will discuss your investment goals and assign a specific model portfolio consistent with those goals as well as your financial objectives and risk tolerance. We will continuously monitor your account when providing portfolio management and contact you at least annually to discuss your portfolio. Investment advisory and portfolio management services are provided on a **discretionary** basis, meaning we will have the authority to determine the type and amount of securities that can be bought or sold for your portfolio without obtaining your consent for each transaction. For more information about investment authority, please see **Item 16** of our **Form ADV Part 2A**.

Financial and Retirement Planning Services are offered to all clients who have engaged us to provide investment advisory and portfolio management services, at no additional cost. We are available to provide written financial plans or consultative services when a written plan is not needed or requested.

**Limited Investment Offerings:** We do not primarily recommend one type of security to clients. Instead, we recommend diversified investment portfolios designed to be suitable for each client relative to that client's specific circumstances and needs. However, we are limited in investment selection in that we are only able to invest your account in securities which are available on your custodian/broker-dealer's platform. We do not manufacture, distribute, or sell any proprietary investment products.

**Account & Fee Minimums:** There are no minimum investment amounts or conditions required for establishing an account managed by us. However, we require a minimum annual fee of \$1,000 (\$250 quarterly).

**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?**

**Description of Principal Fees & Costs:** Fees charged for our Investment Advisory Services are based on a percentage of assets under management, billed in advance on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last business day of the previous billing period. The annual fee for Investment Advisory Services will be based upon a fee schedule. Our standard fee schedules range between 0.25% and 1.00% of assets under management, annually. Because our fee is based upon the value of your account, we have an incentive to recommend that you increase the level of assets in your account. When engaging us for Investment Advisory Services, you will also incur other fees and expenses. The broker-dealer/custodian of your account will charge transaction and service fees, as applicable. You will also be charged internal fees and expenses by the funds we invest in within your account.

**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 sure you understand what fees and costs you are paying. For more information about the fees we charge and the other fees and expenses you will incur, please see **Item 5** of **Form ADV Part 2A**.

**Conversation Starters:** 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?**

**Standard of Conduct:** 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. (1) To the extent we recommend you roll over your account from a current retirement plan to an individual retirement account (“IRA”) managed by us and subject to our asset-based investment advisory fees, this is a conflict of interest because we have a financial incentive to recommend that you move your IRA to us. For more information about this conflict and our procedures to mitigate the conflict, see **Item 5** of our **Form ADV Part 2A**. (2) When we provide Investment Advisory Services, you will establish an account with Schwab, TIAA or Fidelity to maintain custody of your assets and to effect trades for your account. These firms provide us with benefits, products and tools that help us manage and further develop our business operations. We do not pay for such benefits, which saves us money; however, these arrangements create a conflict of interest. See **Item 12** of our **Form ADV Part 2A** for more information about our arrangements with Schwab, TIAA and Fidelity.

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

**Additional Information:** For more information about our conflicts of interests and the ways we are compensated, please see **Item 5** and **Item 10** of our **Form ADV Part 2A**.

**How Do Your Financial Professionals Make Money?**

**Description of Salary/Payment of IARs:** We compensate our investment adviser representatives with a flat salary, not dependent on the level of revenue they generate for the firm, and an annual bonus based upon overall company performance.

**Do You or Your Financial Professionals Have Legal or Disciplinary History?**

**No.** Neither us, nor our investment adviser representatives have any legal or disciplinary history to report. Additional information about us and our investment adviser representatives is available at <https://www.investor.gov/CRS>.

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

**Additional Information About PIM**

Additional information about us, as well as a copy of our Form ADV Part 2A disclosure brochure and this relationship summary are available on the Internet at <https://www.pim4you.com/>. You will also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/107829>. If you have any questions or would like an up-to-date copy of this relationship summary, we can be reached by phone at 1-800-869-7072.

**Conversation Starters:** 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?