

Pearson Financial Services 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: **Asset Allocation and Portfolio Management Services and Sponsor and Manager of a Wrap Fee Program and Consultation Services.**

Account Monitoring: If you open an investment account with our firm, while we do not provide continuous and ongoing monitoring of accounts, our standard services include monitoring your investments on at least an annual basis.

Investment Authority: We do not provide discretionary management services. We offer **non-discretionary** investment management services whereby we will provide 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; however, we primarily use open-ended and closed-end mutual funds including no-load and load-waived, mutual funds purchased at net asset value (NAV) and Exchange Traded Funds (ETFs).

Account Minimums and Requirements: In general, we require a minimum household investment of \$100,000 in our Asset Allocation and Portfolio Monitoring services, which we have the option to waive at our discretion. Also, the minimum total advisory fee, per household, is generally \$1,000 per year.

Additional Information: Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Brochure Items 4, 7, and 8 and Form ADV Part 2 Appendix 1 Brochure Items 4 and 5, by clicking this link <https://adviserinfo.sec.gov/firm/brochure/130143>.

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.

- **Asset Based Fees** - Payable quarterly in arrears (i.e., at the end of the billing period). 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;
- **Fixed Fees** - Payable quarterly in arrears (i.e., at the end of the billing period) or as invoiced for a one-time fee service;
- **Commissions** - As an Investment Adviser, Pearson Financial Services does not receive commissions. However, Advisory Representatives acting as Registered Representatives of Purshe Kaplan Sterling Investments, the broker-dealer, receive commissions;
- **Wrap Program Fees** - Payable quarterly in arrears (i.e., at the end of the billing period). Asset-based 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 and/or select investment products with no or lower transaction charges in order to reduce our costs, even if such investments may not always be the most cost effective for your account.
- **Additional common fees and/or expenses such as:** Custodian fees; account maintenance fees; fees related to mutual funds and exchange-traded funds; and transaction charges when purchasing or selling securities in a non-wrap 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 detailed information, refer to our Form ADV Part 2A, Brochure, Items 5 and 6 and Form ADV Part 2 Appendix 1 Brochure, Item 4 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/130143>.

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:** Certain 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 investment products. Compensation earned by these persons is separate and in addition to our advisory fees. This practice 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.
- **Third-Party Payments:** Certain persons providing investment advice on behalf of our firm are licensed as independent insurance agents. These persons will earn commission-based compensation for having sold insurance products. Insurance commissions are separate and in addition to our advisory fees.
- Certain persons providing investment advice on behalf of our firm provide accounting services. Compensation earned for accounting services is separate and in addition to our advisory fees.
- Certain persons associated with our firm are licensed attorneys and provide legal services through a law firm. Compensation earned by these persons is separate and in addition to our advisory fees. These practices present a conflict of interest because they have an incentive to recommend legal services based on the compensation received rather than solely based on your needs. In addition, the attorneys serve as solicitors for our firm and receive a percentage of the referred client's advisory fee. This is a conflict of interest because they have an incentive to recommend our services in exchange for compensation.

Refer to our Form ADV Part 2A Brochure, Items 5, 10, 12 and 14 and Form ADV Part 2 Appendix 1 Brochure, Items 4 and 9 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/130143> 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 by receiving a percent of the revenue the firm earns based on the assets under agreement that they service. They also receive product sales commissions and non-cash compensation in the form of research, educational information and conferences, and monetary support for due-diligence trips and client events.

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

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose. Visit [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 our investment advisory services and request a copy of the relationship summary at 508-385-7925 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/130143>.

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?**