

## Form ADV-3: Client Relationship Summary

### Pacific Value, LLC

Pacific Value, LLC is registered with the Securities and Exchange Commission as an investment adviser. There are other types of financial services professionals (e.g. broker/dealers) with differing services and fees who can help with your financial and investment decisions. It is important you understand the differences. Free and simple tools are available to research firms and professionals at [investor.gov/crs](https://investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing. Pacific Value is a registered investment adviser and provides advisory accounts and services. We are not a broker dealer. This document gives you a summary of the types of services we provide and how you pay.

*Conversation Starters are SEC suggested questions you should ask us to get a better-informed opinion on these topics.*

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

- As an investment adviser, we provide investment advisory services to individuals, families, retirement plans and small institutions.
- We pursue a value-oriented approach to investment management. We use this approach to invest and trade client assets in a manner that is consistent with their goals and objectives.
- Our investment universe includes stocks, bonds, funds, and options and is limited to the major stock exchanges in the US. We are not limited to specific asset classes or by products that involve third party arrangements.
- Upon request, we provide financial planning services to clients in addition to our advisory services at no additional cost.
- Our monitoring of client accounts is continuous and ongoing and part of our standard services.
- Pacific Value provides advice to its clients under a **discretionary arrangement** wherein a client grants Pacific Value, LLC the discretion or authority to supervise, invest and trade client assets in a manner consistent with their objectives and guidelines.
- Our account minimums are set at \$1,000,000, but this is subject to our discretion and evaluated on a case-by-case basis.
- Pacific Value has two Chartered Financial Analysts and the firm's principals have over 65 years of aggregate experience in managing investments.

*For additional information on fees and costs please see page 1 and 2 of our Form [ADV part 2](#)*

**Conversation Starter:** *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?

- Clients pay an asset-based fee at the beginning of each quarter, based on the entire value of the account at that time. This fee covers all services we provide to clients. The amount paid to our firm and financial professionals does not vary based on type of investments. The asset-based fee reduces the value of your account and will be deducted from your account automatically. The amount you pay will depend on the amount of assets in your account.
- Some investments impose additional fees that reduce the value of your investment over time. These fees include custodial fees, mutual fund fees, and fees on some transactions.
- You pay a quarterly fee even if we do not buy or sell. Additionally, **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 fees and costs please see page 1 and 2 of our Form [ADV part 2](#)

**Conversation Starter:** 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?**

- Pacific Value is held to a **fiduciary standard** that covers our entire investment advisory relationship with you. This means we are legally obligated to put your interests ahead of our own.
- **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 could create a conflict 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.**
- **Potential conflicts:**
  - The more assets you have in your advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees.
  - Our advisory services require you to setup an account at TradePMR. Pacific Value has a relationship with TradePMR and we receive research from them at no extra cost. This relationship is not based solely on your interest of receiving best execution price

**Conversation Starter:** 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?**

- Our professionals make money only by the asset-based fee received from servicing client accounts and this compensation is driven by the amount of assets they service.

For additional information on fees and costs please see page 1 and 2 of our Form [ADV part 2](#)

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

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

- **Yes. Financial professionals working at Pacific Value have past legal issues. Please visit [investor.gov/crs](http://investor.gov/crs) for a free and simple search tool to research us and our firm.**

**Conversation Starter:** 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?

- Please call or email us to receive additional information about our investment advisory services. Our contact information can be found at [pacificvalue.net](http://pacificvalue.net). Our toll-free number is 888-722-8254