

Form ADV Part 3: *Client Relationship Summary*

Dated March 30, 2022

Item 1: Introduction

Prudent Street Financial Advisors, LLC (“Prudent Street”, “we”, “our”) is an investment adviser registered with the Securities and Exchange Commission. This document provides you a summary of the services we offer and related fees. The services and fees of brokerage and investment advisory firms differ. It is important for retail investors, like yourself, to understand the differences. Visit investor.gov/CRS for free, simple tools to research firms and financial professionals, as well as to access educational materials about broker-dealers, investment advisers and investing.

Item 2: Relationships and Services

What investment services and advice can you provide me?

Prudent Street provides investment advisory services to retail investors including financial planning, investment management, separate account managers (SAMs) and other financial consulting services. We also provide corporate retirement services. Our minimum account size is \$500,000 (exceptions at our discretion).

As part of both our investment management and corporate retirement services, we monitor the securities held in your account(s) on an ongoing, continuous basis. Annually, we review your account with you to ensure it is consistent with your investment objectives and risk tolerance. The cost of investment monitoring and account reviews is included in your asset-based fee.

We manage portfolios on a discretionary basis, meaning we have the authority to execute investment decisions without prior consultation with you. You may impose written restrictions on us, such as prohibiting the inclusion of certain types investments. Corporate retirement investment advisory services are available on both discretionary and non-discretionary bases. Non-discretionary means you retain ultimate decision-making authority regarding any investment decision(s).

At the core of your Investment Plan is an investment model. The holdings in the investment model are continuously monitored. We may invest your account, without limitation, in any instrument deemed appropriate to meet your investment objectives. You are responsible to inform us of any changes in your investment objectives, risk tolerance and/or financial situation.

Questions to ask us: *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?*

Item 3: Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Investment Advisory Fees	
Total Assets Managed	Annual Fee
First \$1 million	1%
Next \$3 million	.75%
\$4 million and above	.40%

Note: Minimum annual portfolio management fee is \$5,000.

ERISA Investment Advisory Fees	
Asset Amount	Annual Fee
First \$5 million	\$12,500
Next \$15 million	.25%
Next \$10 million	.16%
Next \$10 million	.10%
Next \$10 million	.04%
Above \$50 million	Custom Pricing

Investment advisory fees are payable quarterly in advance. ERISA investment advisory fees billed directly to plan sponsors are payable quarterly in arrears. ERISA investment advisory fees debited by trustees from plan trusts are deducted quarterly in arrears. Financial planning and other financial consulting fees are either a fixed or hourly charge based on the scope of work performed. Prudent Street retains discretion to deviate from published fees.

Investments such as mutual funds impose fees for their operating costs that reduce the value of your investment over time. The maximum amount you pay is known as the expense ratio. You may also pay fees to the custodian that holds your assets. For SAMs, you do not pay transaction fees and thus the total advisory fee may be higher than if you paid transaction fees separately. You 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 pay. **See Item 5.E in our ADV Part 1 and Item 5 of our ADV Part 2 for further details about fees and expenses.**

Questions to ask us: *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. First, the more assets we manage for you, the more you will pay us and, therefore, we have an incentive to increase your assets. Second, Prudent Street personnel may sometimes participate alongside clients in a securities transaction and could have the opportunity to take advantage of superior transaction pricing.

Questions to ask us: *How might your conflicts of interest affect me, and how will you address them?*

How do your financial professionals make money?

Prudent Street operates as a sole member LLC. Client fee revenues received (see Item 3) in combination with fees/commissions generated from insurance brokerage operations less business-related expenses determine annual owner/member compensation. No undisclosed cash or non-cash compensation is received from any source.

Item 4: Disciplinary History

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

No, neither the firm nor any of its representatives have any disciplinary history. Please visit <https://www.investor.gov/CRS> for a free and simple search tool to research Prudent Street and our financial professionals.

Questions to ask us: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Item 5: Additional Information

For additional information about Prudent Street's investment advisory services, see our latest ADV filing and related Part 2 Disclosure Brochure at <https://adviserinfo.sec.gov/firm/summary/160436>. To request a copy of our Client Relationship Summary, contact Diane LaRue at diane.larue@prudentstreet.com or call 615-523-0661. If you have a concern about Prudent Street or one of its representatives, contact David Richardson, Chief Compliance Officer, at david.richardson@prudentstreet.com or call 615-523-0664.

Questions to ask us: *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?*