

## CUSTOMER RELATIONSHIP SUMMARY

### INTRODUCTION

PACIFIC PORTFOLIO CONSULTING, LLC (“PPC”), is registered with the Securities and Exchange Commission as an investment adviser. Fees for brokerage and investment advisory services differ among broker-dealers and investment advisers and it is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

### WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

We offer wealth management services to retail investors, which include financial planning and portfolio management services. We provide periodic advice and reviews regarding your investment goals and objectives, personal balance sheet, tax planning, risk management, retirement, education, cash flow and investment planning. In our portfolio management, we will continuously monitor your investment accounts over which you provide us with such authority and provide advice. In your investment advisory agreement with us, you have the option to either give us discretion to determine the investments to buy and sell or you may retain discretion and make the ultimate decision regarding the investments we purchase or sell on your behalf. You may impose reasonable restrictions on any discretionary authority you provide, which must be provided to us in writing and accepted by us. Our services also include the recommendation or selection of other investment advisers. We require a minimum initial and ongoing account size for portfolio management services.

- Our investment advice is not limited to proprietary products or to a limited menu of products or types of investments. Please refer to Item 4 of our [Form ADV Part 2A Brochure](#) for more detailed information about our services.

#### ASK US QUESTIONS TO HELP YOU BETTER UNDERSTAND OUR SERVICES:

- **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?

We charge a percentage of assets under management for portfolio management services. These fees are assessed on a quarterly basis, in advance. You should be aware that the more assets there are in your account, the more you will pay in fees. This means we have an incentive to encourage you to increase the assets in your account. We also charge hourly and fixed fees, and bill the fees quarterly.

In addition to our fees, you may incur additional fees and costs related to the investments in your account, such as custodian fees, account maintenance fees, transaction costs, surrender charges, wire transfer and electronic fund fees, internal management fees of mutual funds and variable annuities, and other product related fees such as redemption 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.**

Please refer to Item 5 of our [Form ADV Part 2A Brochure](#) for additional information about our fees.

#### ASK US QUESTIONS TO HELP YOU BETTER UNDERSTAND THE IMPACT OF FEES AND COSTS ON INVESTMENTS:

- **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.

- We receive client referrals from third parties to whom we pay referral fees. This is a conflict of interest because we have an incentive to pay referral fees so that the third parties will refer clients to us that they otherwise might not refer to us.
- We pay employees for referring retail investors to us. This is a conflict of interest because we have an incentive to pay referral fees so that the employees will refer retail investors to us that they might not otherwise refer to us.
- We have an affiliated business that is a trust company. This is a conflict of interest because our affiliated business receives additional compensation for providing these other services to you. We have an incentive to recommend and provide these other services to you.
- We are fiduciaries to you. That means we are required to act in your best interest throughout our entire advisory relationship.

Please refer to Item 11 of our [Form ADV Part 2A Brochure](#) for more detailed information about our conflicts of interest.

### ASK US QUESTIONS TO HELP YOU BETTER UNDERSTAND OUR CONFLICTS OF INTEREST:

- How might your conflicts of interest affect me, and how will you address them?

## HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial professionals receive a salary and a discretionary bonus based on their individual performance and the success of the firm. Our financial professionals also receive trips and attendance to conferences, including meals and entertainment, for meeting certain levels of business. This is a conflict of interest because our financial professionals have an incentive to encourage a retail investor to increase the assets in a retail investor's accounts.

Our financial professionals also receive additional compensation when they obtain new clients for us. This is a conflict of interest because it creates an incentive for our financial professionals to recommend our investment advisory services to you.

## DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

No, neither our firm nor our financial professionals have any legal or disciplinary history. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and your financial professional.

### ASK US QUESTIONS TO HELP YOU BETTER UNDERSTAND OUR DISCIPLINARY HISTORY:

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

## ADDITIONAL INFORMATION

You can find additional information about our services in our [Form ADV Part 2A Brochure](#).

Our company website is [www.pacific-portfolio.com](http://www.pacific-portfolio.com).

You may request updated information and a copy of our Relationship Summary by contacting us at (206) 623-6641 or [information@pacific-portfolio.com](mailto:information@pacific-portfolio.com).

### ASK US QUESTIONS TO HELP YOU BETTER UNDERSTAND WHO TO CONTACT WITH ANY QUESTIONS OR COMPLAINTS:

- 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?