

Introduction

Premier Private Wealth Management 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 advisory services to retail investors, which often includes financial planning and portfolio management services. Under certain circumstances, 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 services, 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 may give us discretion to determine the investments to buy and sell on your behalf, which means we will make the ultimate decision regarding the investments purchased and sold in your account. If you do not provide us with discretion, then we will make recommendations which you will have the final decision regarding implementation. You may impose reasonable restrictions on our discretionary authority. As part of portfolio management services, we will continuously monitor your investments. Our investment advice is not limited to proprietary products or a limited menu of products or types of investments. We do not have any proprietary products.

You should carefully review our [Form ADV Part 2A Brochure](#) for more detailed information about our services.

We will discuss the following questions with you to help you better understand the relationship you will have with our firm: 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?

For investment management and wealth management services, we charge fees based on a percentage of assets under management. These fees are assessed monthly 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. For clients who engage us solely for financial planning and consulting services, we charge an hourly fee or flat fee based on an estimate of the number of hours you need. We will charge a retainer prior to beginning services and invoice you the remaining fee upon completion of services. When you pay us an hourly or fixed fee, it will not include fees for implementing any advice or recommendations made. This means we have an incentive to recommend additional advisory services to you for which we earn additional fees.

In addition to our fees, you may incur additional third-party fees and costs related to the investments in your account, such as transaction fees, custodian fees, account maintenance fees, wire transfer fees, internal management fees of mutual funds, redemption fees, internal management fees for 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. It is important that you carefully review our [Form ADV Part 2A Brochure](#) for additional information about our fees.



Please ask us the following questions to 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 interest. You should understand and ask us about these conflicts because they can affect the investment advice that we provide you. Here are some examples to help you understand what this means:

- Your broker-dealer and custodian provide us with access to electronic systems that assist us in managing your account, as well as research, software, other technology, and discounts/reimbursement for products and services offered by third-party service providers. These economic benefits give our firm an incentive to recommend the broker-dealer and custodian over another broker-dealer and custodian that do not provide similar benefits.
- Certain Supervised Persons of Premier are licensed insurance agents and receive commissions for the sale of fixed insurance products, and in some instances, ongoing compensation called trail commissions. This compensation gives these financial professionals an incentive to recommend insurance products in addition to advisory services.

We will discuss the following question with you to help you better understand the conflicts of interest we have: How might your conflicts of interest affect me, and how will you address them

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How do your financial professionals make money?

Our financial professionals receive a salary and bonus on performance and the success of the firm. Our Managing Members are paid as members of the LLC. Additionally, certain financial professionals are licensed insurance agents and receive compensation for the sale of insurance products. This is a conflict of interest because our financial professionals have an incentive to encourage you to increase the assets in your account.

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

No for the firm and financial professionals. Please visit Investor.gov/CRS for a free and simple search tool to research our firm and your financial professional.

We will discuss the following questions with you to help you better understand our disciplinary history: As a financial professional, do you have any disciplinary history? For what type of conduct?

Additional Information

You can find additional information about our investment advisory services in our [Form ADV Part 2A Brochure](#). You can request up-to-date information and a copy of our relationship summary by contacting us at (727) 281-2882.

We will discuss the following questions with you so that 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 advisor or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?