

## Item 1 – Introduction

PDS Planning, Inc. (“PDS”, “we” or “us”) is registered with the Securities Exchange Commission (“SEC”) as a Registered Investment Adviser (“RIA”). As an RIA, our services and compensation structure differ from that of a registered broker-dealer, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS). The site also provides educational materials about broker-dealers, investment advisers and investing.

## Item 2 – Relationships and Services

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

We provide investment advisory services, including financial planning and consulting, discretionary or non-discretionary investment management, and limited engagement consulting services to individuals, high net worth individuals, trusts, and estates (our “retail investors”). The majority of our client relationships begin with an evaluation of the client’s current financial circumstances. During our initial meetings, information related to the client’s financial standing, goals and objectives, family dynamics, professional circumstances, investment philosophy, and risk tolerance may be discussed. Using this information, we will determine how the client can be best served by our firm, including through the establishment of a financial plan, the provision of ongoing investment management, or some combination thereof.

We believe that a thorough financial plan is a vital element to any client’s long-term financial security. Our financial planning and limited consulting services are dependent on the accuracy of information provided by the retail investor and/or other professionals for our review, and we do not verify or monitor any such information while providing our services. When we provide financial planning and consulting services in conjunction with investment management, our planning services will continue until the engagement is terminated. For limited engagement consulting and standalone financial planning and consulting services, our services are completed upon the communication of our recommendations to the retail investor.

When a retail investor engages us to provide investment management services, we shall monitor, on an ongoing basis, the investments in the accounts over which we have investment authority. When engaged on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade and allocate the investments within your account(s) consistent with your investment objectives. When engaged on a non-discretionary basis, the retail investor makes the ultimate decision to buy or sell an investment. In either case, our investment authority over your account(s) shall continue until our engagement is terminated.

We do not limit the scope of our investment advisory services to proprietary products or to a limited group or type of investment. We generally do not impose a minimum annual fee or minimum asset level for our investment advisory services.

**Additional Information:** For more detailed information about our *Advisory Business* and the *Types of Clients* we generally service, please see Items 4 and 7, respectively in our [ADV Part 2A](#).

### *Conversation Starters:*

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?*

We provide our financial planning and investment advisory services on a fee-only basis. When engaged to provide investment management and/or financial planning and consulting services, we generally charge a negotiable & transparent annual fixed fee. Our fixed fees are generally based upon a number of factors including the overall scope of services to be rendered, the complexity of the engagement, the professional(s) rendering services, and other factors. Because our fees are fixed, and not based on the client’s assets under our management, we are free to provide unbiased recommendations regarding the amount of investment assets you place under our management. We typically deduct our fee from one or more of your investment accounts, in advance, on either a monthly or quarterly basis, as dictated by the retail investor’s agreement. We also maintain a small number of legacy fee arrangements, which are not described herein and are no longer offered to new clients. For standalone limited engagement consulting services, we will generally negotiate a separate, standalone fixed fee, depending on the overall scope of services subject to the limited engagement.

A copy of our Part 2A is available at: <https://www.pdsplanning.com/adv/>

**Other Fees and Costs:** Your investment assets will be held with a qualified custodian. Custodians generally charge brokerage commissions and/or transaction fees for effecting certain securities transactions (for example, transaction and redemption fees may be charged for certain mutual fund transactions). These charges will be assessed in accordance with the qualified custodian's transaction fee/brokerage commission fee schedule. However, no portion of any transaction fees and/or brokerage commissions are collected or retained by our firm. In addition, relative to certain mutual fund and exchange traded fund purchases, certain charges will be imposed at the fund level (e.g. management fees and other fund expenses). 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.

*Conversation Starters:*

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?

**Additional Information:** For more detailed information about our fees and costs related to our management of your account, please see Item 5 in our [ADV Part 2A](#).

***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, due to the nature of our business some conflicts may arise 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 may recommend a particular custodian from whom we receive support services and/or products, certain of which assist us to better monitor and service your account.

**Additional Information:** For more detailed information about our conflicts of interest, please review our [ADV Part 2A](#).

*Conversation Starters:*

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

***How do your financial professionals make money?***

Our financial professionals are generally compensated on a salary basis and may be eligible to receive additional compensation in the form of discretionary bonuses. Financial professionals receive a base compensation package and may be eligible for additional bonus compensation based upon individual and firm performance. Our financial professionals do not participate in any formal referral arrangements nor do they engage in any type of new client or revenue-based incentive arrangement that would put their interests ahead of our clients. We believe this allows them to keep their focus on the client, not their own personal gain. If you have questions about the manner in which your financial professional is compensated, we encourage you to speak with your financial professional.

**Item 4 – Disciplinary History**

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

Yes. We encourage you to visit [www.investor.gov/crs](http://www.investor.gov/crs) to research our firm and our financial professionals.

*Conversation Starters:*

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

**Item 5 – Additional Information**

Additional information about our firm is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may contact our Chief Compliance Officer, Kurt M. Brown, at any time to request a current copy of our ADV Part 2A or this Form CRS. Our Chief Compliance Officer may be reached by phone: 614-481-8449.

*Conversation Starters:*

Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer? Who can I talk to if I have concerns about how this person is treating me?

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