

Form ADV Part 3 – Client Relationship Summary

Date: 09/21/2020

Item 1: Introduction

PRINCIPIUM INVESTMENTS LLC is a fee only investment adviser registered with the Securities and Exchange Commission (SEC) offering advisory accounts and services. The services and fees offered by investments advisors differ from those offered by broker-dealers, and it is important that you understand the differences. Please visit www.investor.gov/CRS for educational materials about broker-dealers, investment advisers, and investing as well as free simple tools to research specific firms. **This document is mandated by the SEC to help you ask key questions when hiring an investment professional and gives you a summary of our services and fees.**

Item 2: Relationships and Services

What investment services and advice can you provide me? Our firm primarily offers the following investment advisory services to retail clients: portfolio management (we design and implement your investment strategy); financial planning (we assess your financial situation and provide advice to meet your goals) and non-legal estate planning (we model various wealth transfer scenarios to help you make informed decisions). As part of our standard services, we typically monitor client accounts on a daily basis. Our firm has discretionary management without any material limitations. We do *not* limit the types of investments that we recommend. Our firm does *not* have a minimum account size. For more details on our services, please reference our [Disclosure Brochure \(ADV 2A\)](#), specifically Items 4 & 7.

Other sample 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? Our annual advisory fees are detailed in Item 5 of our [Brochure](#) and include investment management and limited financial and estate planning services. These fees are prorated and charged quarterly in advance. They are calculated using the market value of the assets being managed by our Firm on the last day of the previous quarter. You pay these fees even if you do not have any transactions and the advisory fee paid to us generally does not vary based on the type of investments selected. It is important to understand that the amount of assets in your account affects our advisory fee; the more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. We also offer stand-alone consulting fees for additional services. For hourly fee arrangements, each additional hour (or portion thereof) we spend working for you would increase the advisory fee. Our fixed fee arrangements are based on the amount of work we expect to perform for you, so material changes in that amount of work will affect the advisory fee we quote. Please also see Items 4, 5, 6, 7 & 8 of our [Brochure](#) for additional details.

Some investments (e.g., mutual funds, variable annuities, etc.) impose additional fees (e.g., transactional fees and product-level fees) that reduce the value of your investment over time. The same goes for any additional fees, such as account opening and closing, you pay to a custodian.

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Additionally, you will pay transaction fees, if applicable, when we buy or sell an investment for your account. **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 also see our [Brochure](#) for additional details.

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 are bound to a fiduciary standard of loyalty and care that is regulated by the SEC requiring us 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. For example, not unlike any other business, we may have a financial incentive to sell you our services and encourage you to open and contribute to an investment account. You should understand and ask us about these conflicts because they can affect the investment advice we provide you.*

How do your financial professionals make money? *Primarily, we and our financial professionals receive cash compensation from the advisory services we provide to you because of the advisory fees we receive from you. This compensation may vary based on different factors, such as those listed above in this Item. Please also see Item 10 of our [Brochure](#) for additional details.*

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

Item 4: Disciplinary History

Do you or your financial professionals have legal or disciplinary history? We do not have legal and disciplinary events. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.

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

Item 5: Additional Information

Where can I find additional information about your services? For additional information on our advisory services, please see our website at <http://www.principiuminvestments.com>, our [Brochure](#) available at <https://adviserinfo.sec.gov/firm/summary/124989>, and any individual brochure supplement your representative provides. If you have any questions, need additional up-to-date information, or want another copy of this Client Relationship Summary, then please contact us at (303) 351-5353.

Other sample 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?*