

Park Piedmont Advisors LLC

June 30, 2020

FORM CRS - Form ADV Part 3

Park Piedmont Advisors LLC is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to "retail" investors, natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

Founded in 2003, Park Piedmont Advisors, LLC offers investment advisory services to retail investors, including **Portfolio Management Services and advice on investments in pension and other retirement plans for individuals and small businesses**. For a description of our service, fees and other disclosures, refer to our Form ADV Part 2A Disclosure Brochure Items 4, 5, 7, 8, 13 and 16 by clicking this link: <https://adviserinfo.sec.gov/firm/brochure/129451>.

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments at least quarterly.

Investment Authority: We manage investment accounts on both a discretionary and non-discretionary basis. When discretionary, we will decide which investments to buy or sell for your account. You may limit our discretionary authority by providing our firm with your restrictions and guidelines in writing. When non-discretionary, we will provide investment advice, but you will ultimately decide which investments to buy and sell for your account, and you may decline to implement any advice we provide.

Investment Offerings: We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

Account Minimums and Requirements: In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively. We have an annual minimum fee of \$2,000 (\$500 payable every three months), which can be lowered or waived at our discretion.

Key Questions to Ask Your Financial Professional

- **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?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A Brochures by clicking this link: <https://adviserinfo.sec.gov/firm/brochure/129451>.

- **Asset Based Fees** - generally an annual fee of 0.50-0.75% of assets under management, payable quarterly in arrears. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value. This may create a conflict of interest on the rare occasion when accounts hold illiquid or hard-to-value assets;
- Clients may also pay additional fees and/or expenses. Common fees and costs applicable to our clients include our custodian's transaction fees when purchasing or selling securities, and the fees of the mutual funds and ETFs we recommend.

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.

Key Questions to Ask Your Financial Professional

- **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. This is called acting as a "fiduciary". At the same time, the way we make money may create 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.

- **Third-Party Payments:** Certain of our investment advisor representatives are also licensed as independent insurance agents and earn commission-based compensation for selling insurance products. While these recommendations are always made in the context of our firm's overall fiduciary role, it is important to note that insurance commissions are separate from and in addition to our advisory fees and may pose a conflict of interest.
- Because our revenue is derived from asset-based fees, we have an incentive to grow your account as much as possible. In theory, this could cause us to take overly aggressive positions in an attempt to grow your account.
- We are affiliated with Money & Meaning, LLC (dba LK Advisors) through common control and ownership. If you require customized family education or coaching to help navigate complex life and/or family business transitions, we will recommend that you use the services of our affiliate, LK Advisors. This may represent a conflict of interest, given our financial incentive to recommend the services of LK. Our advisory services are separate from the services provided by LK.
- Importantly, you are under no obligation to use the services of any firm we recommend, whether affiliated or otherwise, and may obtain comparable services and/or lower fees through other firms.

How do your financial professionals make money?

The financial professionals servicing your account(s) are compensated in the following ways: we have salaried employees compensated based on their experience and skills, as well as financial professionals whose compensation is based on the revenue the firm earns from the person's advisory services.

To help you understand what conflicts exist, refer to our Form ADV Part 2A Items 5, 10, 12, and 14 or Appendix 1 Item 5 by clicking the following link: <https://adviserinfo.sec.gov/firm/brochure/129451>.

Key Questions to Ask Your Financial Professional

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

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

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose. Visit Investor.gov/CRS for a free and simple research tool.

Key Questions to Ask Your Financial Professional

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at 312-722-6760 or click the link provided: <https://adviserinfo.sec.gov/firm/brochure/129451>.

Key Questions to Ask Your Financial Professional

- **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?**