



## PRINCIPAL ADVISED SERVICES, LLC – FORM CRS – CUSTOMER RELATIONSHIP SUMMARY – MARCH 29, 2021

Investment advisory and brokerage services and fees differ and it is important for you to understand the differences. That's why we're sharing this information about Principal Advised Services, LLC ("PAS"). PAS is a member company of Principal Financial Group® and is registered as an investment adviser with the Securities and Exchange Commission ("SEC"). In addition to the information here, free and simple tools are available for you to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs). This website also provides educational materials about broker-dealers, investment advisers, and investing. (PAS only offers investment advisory services and not brokerage services.)

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

---

PAS offers fee-based investment advisory services through the Principal® SimpleInvest Program (the "Program"). The Program is discretionary. That means we can buy and sell investments in your account and change the asset allocation among investment options—without your consent for each trade. The minimum account balance for the Program is \$1,000. The Program gives you access to: discretionary portfolio management and asset allocation advice, financial professionals, educational content relating to financial matters, and an optional financial wellness tool. PAS monitors and maintains oversight of investment advisory accounts within the Program, as described in our [Form ADV Wrap Fee Brochure](#). The Program is designed to monitor your portfolio on an ongoing basis. It will also automatically rebalance, as needed, to keep the portfolio consistent with our recommended allocation for you. The Program is not intended as a holistic investment solution for every customer. The investment advice is provided on assets in the Program exclusively and doesn't consider other investments you may have.

**PAS uses the services of its affiliates in several capacities to offer the Program. The technology platform and trading engine used in the Program are provided by an affiliate of PAS. In addition, all the underlying investment products offered through the Program, except for an FDIC-insured deposit bank account, are proprietary investment products managed by affiliates of PAS.**

*For additional information*, please see the [Principal Advised Services Form ADV Wrap Fee Brochure](#).

**Conversation Starters.** Ask your financial professional the following questions. You can also view a full list of [Conversation Starters and answers](#).

- ✓ 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?

---

When you receive investment advisory services through the Program, you'll pay an annual fee of 0.85% of your account balance. This 0.85% program fee includes an investment advisory fee for PAS's advice and management of your account (the "account management fee") and the underlying mutual fund and ETF management fees paid to our affiliates (the "investment expenses").

The account management fee is taken out of your account each month. The investment expenses are taken out of the value of your underlying investments. The program fee covers PAS's advisory fees, as well as transaction and custody costs. For that reason, it may be higher than a typical asset-based advisory fee that doesn't include these fees and expenses. We receive more in fees when you invest more assets in your advisory account. That means we have an incentive to encourage you to increase the amount of assets in your account. The program fee doesn't include other fees charged by the account's custodian (the financial institution that's responsible for trading and tax reporting). Examples of other fees include an annual IRA maintenance fee, wire fees, account closing fees, and other miscellaneous fees. You will pay these fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make from your investments over time. Please make sure you understand what fees and costs you are paying.

*For additional information*, please see the [Principal Advised Services Form ADV Wrap Fee Brochure](#).

**Conversation Starter.** Ask your financial professional the following question. You can also view a full list of [Conversation Starters and answers](#).

- ✓ 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?

**When we act as your investment adviser**, we must act in your best interest and not put our interests 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.

#### *Examples of Ways We Make Money and Conflicts of Interest*

- PAS invests only in investments that are issued, sponsored, or managed by our affiliates. The more assets our affiliates manage, the more money they make—and the more money Principal Financial Group® makes. Therefore, PAS has a financial incentive to offer affiliated investment products (generally, mutual funds and ETFs). That results in a conflict of interest. Affiliates of PAS also make money from the sale of banking and insurance products that a financial professional may sell as an insurance agent, or employee of Principal Bank. PAS is a subsidiary of Principal Bank.
- The selection of funds and share classes doesn't change the program fee you pay. However, the portion of the account management fee PAS keeps if we recommend lower-fee funds or share classes is higher than if we recommend higher-fee funds or share classes. Therefore, PAS has a financial incentive to recommend lower cost funds or share classes. That's a conflict of interest.
- Within the Program, PAS has a financial incentive to select companies that are affiliates of PAS for the Program. This includes selecting Principal Global Investors for investments and RobustWealth as the provider of trading and digital platform services. By doing this, affiliates of PAS make more money than they would if we selected outside companies. That's a conflict of interest. For a full list of all relationships, please see the [Principal Advised Services Form ADV Wrap Fee Brochure](#).

**Conversation Starter.** Ask your financial professional the following question. You can also view a full list of [Conversation Starters and answers](#).

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

**For additional information**, please see the [Principal Advised Services Form ADV Wrap Fee Brochure](#).

### How do your financial professionals make money?

Our financial professionals are paid mostly through a salary. They may also receive a bonus based on retention of assets within Principal products, customer service, and quality assurance results.

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

No, we don't have any relevant legal or disciplinary history as of the publication of this document. Visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple tool to research PAS and our financial professionals.

**Conversation Starter.** Ask your financial professional the following question. You can also view a full list of [Conversation Starters and answers](#).

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

### Additional Information

To learn more about our services, please see the [Principal Advised Services Form ADV Wrap Fee Brochure](#). If you'd like additional, up-to-date information or a copy of this disclosure, please call (866) 412-0770.

**Conversation Starter.** Ask your financial professional the following question. You can also view a full list of [Conversation Starters and answers](#).

- ✓ 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?