

January 24, 2025

PFLUG KOORY, LLC

Pflug Koory, LLC is registered with the Securities and Exchange Commission as an Investment Adviser.

Brokerage and investment advisory services and fees differ and it is important for the retail investor to 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?	<p>We offer investment advisory services to retail investors. We will meet with you to help determine your investment objectives and goals, as well as your personal circumstances such as timelines, risk tolerance, tax consequences, and any other relevant facts, to create investment policy guidelines for your accounts. If you give us discretionary authority, we make the decisions to buy, sell and hold assets as we deem necessary. For clients wanting non-discretionary services, the client makes the ultimate decision regarding the purchase or sale of investments. The investments we choose are all publicly traded and are primarily stocks, bonds and mutual funds. We do not offer proprietary investment options. As part of our standard management fee, we continuously monitor the portfolios we manage to determine what changes, if any, should be made, and each portfolio is reviewed at the end of the calendar quarters, at which time we will provide you with a formal written report regarding your account(s). There are no minimum requirements to open or maintain investment accounts. See ADV Pt 2A Item 4 for additional information.</p>	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 the relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?”
What fees will I pay?	<p>We charge a management fee for our services that is typically computed as a percentage of the assets we manage for you. These are assessed on a quarterly basis. In addition to management fees paid to us, investments may incur other costs (brokerage commissions, mutual fund operating expenses, or custodian fees) that are not received by our firm or related party.</p>	CONVERSATION STARTER: “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?”

	<p>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.</p> <p>See our ADV Part 2A, Item 5 for more detailed service and fee information.</p>	
<p>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?</p>	<p>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 interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here is an example to help you understand what this means.</p> <p>Because we charge an asset-based fee, the more assets there are in a retail investor's account, the more the investor will pay in fees, and the firm may therefore have an incentive to encourage the retail investor to increase the assets in his or her account.</p>	<p>CONVERSATION STARTER: "How might your conflicts of interest affect me, and how will you address them?"</p>
<p>How do your financial professionals make money?</p>	<p>Our professionals are paid a salary, and, as owners, are ultimately paid out of the profits of the firm. We are not paid based on the client assets we service, the time and complexity of addressing clients' needs, referral fees, products sold or product sales commissions.</p>	
<p>Do you or your financial professionals have legal or disciplinary history?</p>	<p>No. You can use Investor.gov/CRS for a free and simple search tool to research our financial professionals.</p>	<p>CONVERSATION STARTER: "As a financial professional, do you have any disciplinary history? For what type of conduct?"</p>
<p>Additional Information</p>	<p>You can find additional information about our firm's services on our website at pkllc.com or by calling our firm at 402-691-0988</p>	<p>CONVERSATION STARTER: "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?"</p>