

Item 1. Introduction

Petso Financial Consultants, LLC (“Petso Financial” “we” “us” and “Advisor”) is an Idaho Limited Liability Company registered as an investment advisor with the Securities and Exchange Commission. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which 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 to you for a fee based on the value of your account. Our approach uses mutual funds, individual equities, ETF’s and individual bonds to manage client portfolios. As active investors, we are systematic and persistent in searching for asset classes that are selling at a considerable discount to their fair value. Likewise, we apply our extensive experience in identifying money managers to select only those who we are highly confident will deliver superior long-term performance. We believe that intensive research and a disciplined process are critical to investment success. In-depth, fundamental research and careful reasoning underlie every investment decision we make.

We will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account. We will contact you (by phone or e-mail) at least annually to discuss your portfolio.

Our firm has discretionary authority over client funds. Discretionary authority means we have the authority to determine, without obtaining specific client consent, the securities bought or sold, and the amount of securities bought or sold. The only restrictions on the above discretionary authority are those set by the client on a case by case basis. The minimum portfolio size for ongoing management is \$25,000, negotiable solely at Petso Financial’s discretion.

Conversation Starter: We encourage you to ask our financial professionals these key questions about our investment services and accounts:

- (i) *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- (ii) *How will you choose investments to recommend to me?*

- (iii) *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 investment advisory services for a fee based on a percentage of assets under management. Our fee is provided in your Investment Advisory Agreement based upon a tiered schedule from 0.95% to 0.50%. Advisory fees are negotiable solely at Petso Financial’s discretion. The maximum allowable fee that can be charged may not exceed 2.25% of assets under management on an annual basis.

Annual management fees are payable in four quarterly installments in advance of each quarter. The Fee will be equal to the respective percentage per annum below based on the market value of the Account at the end of the previous quarter. Petso Financial will bill the client an amount equal to one-quarter of the calculated annual fee. For tax efficiency and other reasons, Petso Financial may suggest that fees for all accounts managed for a client be debited from a single client account. The debiting of a single client account has no effect on the total management fees charged by Petso Financial.

The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee quarterly regardless of whether we buy or sell securities within that quarter. In addition to fees paid to Petso Financial, the client will incur transaction fees and the usual expenses charged by mutual fund companies.

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 Starter: We encourage you to ask us any questions you may have regarding our fees or how cost from third parties such as custodians or mutual funds affect your account. For example, start a conversation by asking, “*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. 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:

Example 1: Your account value goes up, and while the management fee percentage may stay the same, the total compensation you pay us goes up proportionately. Example 2: Your account value goes down, but you still must pay a management fee proportional to your assets under management.

Certain representatives of Petso Financial are also Registered Representatives of an unaffiliated FINRA-member broker-dealer. Certain representatives of Petso Financial are also licensed to sell insurance in one or more states, either through a licensed general insurance agency or as direct agent representative of a specific insurance company.

Securities and insurance related business is transacted with advisory clients, and representatives may receive commissions from products sold to clients. Clients are advised that the fees paid to Petso Financial for investment advisory services are separate and distinct from the commissions earned by any representative for selling clients insurance or other securities products. If requested by a client, we will disclose the amount of commission expected to be paid.

The receipt of commissions by representatives associated with the firm presents a conflict of interest. As fiduciaries we must act primarily for the benefit of investment advisory clients. As such, we will only transact insurance or securities related business with clients when fully disclosed, suitable, and appropriate. Further, we must determine in good faith that any commissions paid to our representatives are appropriate. Clients are informed that they are under no obligation to use any individual associated with Petso Financial for insurance or securities products or services. Clients may use any insurance or brokerage firm or agent they choose.

Conversation Starter: If you have any questions regarding conflicts of interests, please feel free to ask us. You can begin

a conversation by asking, “How might your conflicts of interest affect me, and how will you address them?”

How do your financial professionals make money?

Petso Financial is “fee-based” meaning that our dually licensed financial professionals receive income from advisory fees we charge to our clients and also receive commissions from third parties for insurance product sales and/or securities products sold through an unaffiliated broker-dealer.

Our financial professionals are compensated either based upon a flat salary with discretionary bonuses, or upon the amount of clients they serve, the assets under management, and revenue derived from clients.

For more detailed information, including fee schedules, conflicts of interest, and other disclosures are available in our ADV Part 2A Firm Brochure, which is available at: <https://adviserinfo.sec.gov/>.

Item 4. Disciplinary History

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

No. We have no legal or disciplinary actions in our history as a registered investment advisor. Regardless, we encourage you to visit Investor.gov/CRS for a free and simple search tool to research any of our financial professionals.

Conversation Starter: In addition, feel free to ask: “As a financial professional, do you have any disciplinary history? For what type of conduct?”

Item 5. Additional Information

You can find additional information regarding Petso Financial Consultants, LLC and receive a copy of this relationship summary by visiting our website at www.petsofinancial.com or by contacting (208) 853-2000.

We are always available to answer any of your questions.

Conversation Starter: If you do have any concerns, please let us know by asking the following questions: “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?”