

## Business Summary

April 2019

### *General*

- PDM Investment Services LLC (2005)
- Registered Investment Advisor in Michigan (2011), Series 65 exam
- Philip Michalek - President, BSEE, 20 years Engineering Management, 15 years IA Experience. Passion for investing, research-driven, client's interest first, trust, caring, ethical, integrity, responsive.
- No Disciplinary Actions
- Independent with Management Ownership
- Communication/Support (In-person, phone, email and web site)

### *Services*

- Financial Planning (Money Guide Pro or Custom Financial Plan)  
Retirement Transition Planning (Social Security Strategy, Retirement Income Tax Management, RMD)
- Portfolio Design and Management  
Portfolio Performance Analysis Reports (Quarterly)  
Market sector performance, your performance/benchmark, performance influences, portfolio holdings.
- Focused Growth Investor Newsletter (PDM Strategy)

### *Investment Strategy*

- Tactical Equity Allocation (Active Risk Management) (Moderate Risk Portfolio 60% - 75% - 85%)  
(Fundamental, Valuation, Technical, Market Sentiment and Cycle & Seasonality Analysis)
- Strategic Asset Allocation (Active Asset Class & Sector Allocation)
- Diversified Mutual Fund & Sector Portfolios (Active & Passive Mutual Fund Selection)

### *Performance*

- Our portfolio management goal is to Outperform our Benchmark after Fees. (\$500,000 AUM 0.7% fee)
- Our model portfolio, the Moderate Risk Diversified Mutual Fund and Sector Portfolio has outperformed its benchmark, the Fidelity Asset Manager 70% FASGX Fund after our fees based on its 8-year annual return. See independent audited actual cash portfolio performance on website for 2011-2018.

### *Structure & Cost*

- Financial Planning \$0 (Portfolio management clients > \$300,000 AUM)
- Portfolio Management Fees 0.8% (\$300k), 0.7% (\$500k), 0.6% (\$700k), 0.5% (\$1,500k)
- Custodian Transaction Fees TD Ameritrade (Mutual Funds \$0 to \$31 per trade)
- Product Commissions \$0 (No Load Mutual Funds and Exchange Traded Funds)
- Minimum Assets Under Management \$300,000 per household

### *Business Size*

- Assets Under Management \$23,960,000 (03/31/2019) (Includes family AUM)
- Average Household AUM = \$585,000, Households = 41, Clients = 70, Portfolios Managed = 98