

Introduction

Our firm, Pasadena Private Wealth, LLC, is an investment adviser registered with the Securities and Exchange Commission. We feel that it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about investment advisers, broker-dealers, and investing.

What investment services and advice can you provide me?

We are a registered investment adviser that offers investment advisory services to clients. Our advisory services include Asset Management, Portfolio Monitoring, Business Management, and Financial Planning & Consulting. If you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, goals, and risk tolerance. Based on what we learn, we'll recommend a portfolio of investments that is monitored at least monthly, and if necessary, rebalanced to meet your changing needs, stated goals and objectives. We'll offer you advice on a regular basis and contact you at least annually to discuss your portfolio.

You can select in our agreement whether we are allowed to buy and sell investments in your account without asking you in advance ("discretion") or buy and sell investments in your account only after receiving your permission ("non-discretion"). If you select non-discretion, you make the ultimate decision regarding the purchase or sale of investments. Any limitations will be described in the signed advisory agreement. We will have discretion or non-discretion until the advisory agreement is terminated by you or our firm. We do not restrict our advice to limited types of products or investments. Our firm does not impose requirements for opening and maintaining accounts or otherwise engaging us.

Our firm requires a minimum account balance of \$2,000,000 or a net worth of \$25,000,000 to open and maintain an account for our Asset Management, Portfolio Monitoring and Retirement Plan Consulting services.

Financial Planning & Consulting is also offered as a separate service for a flat or hourly fee.

Additional information about our advisory services is in Item 4 of our Firm Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/295178>.

Questions to Ask Us:

- 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 those qualifications mean?

What fees will I pay?

You will be charged an ongoing quarterly fee based on the value of the investments in your account. Our Asset Management fee, whether on a flat fee or a percentage of assets, shall not exceed 1% per annum of assets under or management. Portfolio Monitoring clients will be charged an ongoing quarterly fee based on the value of the investments in the monitored accounts which shall not exceed 0.50% per annum. The more assets you have in your advisory account, the more you will pay us which creates an incentive to increase the assets in your account. Our fees vary and are negotiable. The amount you pay will depend on the services you receive and the amount of assets in your account. Our firm's fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account, or can be billed to you and paid from an outside account.

Our Financial Planning clients are charged a minimum of \$2,500 data gathering fee and an hourly fee of \$800 will be charged for on-going Financial Planning and Consulting guidance. The minimum of \$2,500 for data gathering is charged upfront when you sign an agreement and the hourly fee is charged to you when we provide a financial plan or consultation. Financial Planning is included in our Asset Management service.

Our Business Consulting services are offered on a flat or hourly fee. The minimum flat fee for this service is \$1,000 and the hourly fee is \$150. In certain cases, our firm will reduce the hourly or flat fee.

The broker-dealer that holds your assets does not charge you a transaction fee when we buy or sell an investment for you assuming that you meet certain service requirements such as asset minimums or electronic statements.

Form CRS – Client Relationship Summary

03/10/2022

Some investments, such as mutual funds, index funds, exchange traded funds, and variable annuities, charge additional fees that will reduce the value of your investments over time. In addition, you may have to pay fees such as “surrender charges” to sell variable annuities.

In certain cases, we may select third party money managers who will assist us with managing your account. If selected, our firm compensates third party investment advisory firms or individual advisors a percentage of the overall investment advisory fee charged by our firm.

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.

Additional information about our fees is in Item 5 of our Firm Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/295178>.

Questions to Ask Us:

- Help me understand how these fees and costs may 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 may create a conflict with your interests. You should understand and ask us about these conflicts. Here are some examples to help you understand what this means:

Some of our financial professionals are Registered Representatives of Pensionmark, LLC (“Pensionmark”) or GT Securities, Inc. (“GTS”), unaffiliated broker-dealers and insurance agents. Your financial professional may offer brokerage or insurance products through Pensionmark or GTS or advisory services through our firm. Brokerage products, insurance products and advisory services are different, and the fees our firm charges are separate from what is paid for with these products. Registered Representatives charge a transaction-based fee each time they buy or sell a security in a brokerage account which creates an incentive to recommend transactions to increase compensation.

Pasadena Private Financial Group, LLC is an entity owned by Iain Whyte, Simon Holford, Bryan Muth and Craig Colbath. This entity is an ownership vehicle for the following companies: Pasadena Private Strategic Advisors, Pasadena Private Real Estate and Pasadena Private Equity. Please note that our firm and its owners have an incentive to recommend investments made available by these companies in order to increase their compensation.

Additional information about our conflicts of interest is in Item 10 of our Firm Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/295178>.

Questions to Ask Us:

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

How do your financial professionals make money?

Our financial professionals are compensated based on the revenue our firm earns from their advisory services or recommendations, the amount of client assets they service, and the time and complexity required to meet a client’s needs. In addition, they are compensated based on the type of product sold and/or product sales commissions through their outside business activities.

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

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

Additional Information

You can find additional information about our firm’s investment advisory services on the SEC’s website at www.adviserinfo.sec.gov by searching CRD #295178. You may also contact our firm at (626) 993-9300 to request a copy of this relationship summary and other up-to-date information.

Questions to Ask Us:

- 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?