

Client Relationship Summary for White Pine Investment Company

June 1, 2020

White Pine Investment Company is registered with the SEC as an investment advisor. Broker-Dealers and investment advisers offer different services and fee structures. It is important for retail investors to understand these differences. Free tools are available at [Investor.gov/CRS](https://www.investor.gov/CRS). This site provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

White Pine Investment Company (WPIC) provides personalized financial planning and investment management services to individuals, trusts, estates, and charitable trusts on a strictly fee-only basis. Investment management is conducted primarily on a discretionary basis. While there is no stated minimum account size, the median client assets under management is approximately \$500,000. WPIC continually monitors assets, and conducts exhaustive account reviews at least quarterly. We encourage financial plan reviews every 12-18 months, or as circumstances warrant. Client assets are custodied at Charles Schwab. In addition to managing investments, WPIC advises clients regarding cash flow, college planning, retirement planning, tax planning and estate planning. A more detailed description of WPIC can be found on our [website](#).

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 your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

What Fees will I pay?

You will pay a fee on a quarterly basis based on a percentage of the amount of assets held under our management. We charge a different rate for stocks than bonds, and we do not charge a fee for cash held in the account. A detailed schedule of our fees can be found in our [ADV in part 2 on page 3](#). **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.** Our fee structure is meant to align our interests with yours. However, there are still inherent conflicts of interest with this structure. Your fees will rise with more assets under our management. This conflict arises, for example, when there is an opportunity to rollover your company's retirement account such as a 401(k) (which your company manages) to an IRA (which our company could manage).

In addition to the fees we assess on your account, there are other fees and costs related to your brokerage account. Certain mutual funds charge a commission per trade. Also, exchange traded funds and mutual funds charge their own management fees.

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?

**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.

The main source of any conflict of interest at White Pine derives from our fee structure. Besides the conflict discussed in the fee section, it should be noted that we charge more for stocks than bonds. We therefore have an implicit incentive to allocate more of your funds to stocks.

Conversation Starter

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

How do your financial professionals make money?

We pay a competitive salary to all investment professionals and support staff. In addition, all employees earn a portion of the revenue generated from new clients they introduce to the firm over a two-year period. This incentive creates a conflict of interest between pursuing new clients and servicing the needs of existing clients. Owners of the firm earn a bonus based on excess revenue over costs throughout the year in proportion to their ownership stake.

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

No. The website Investor.gov/CRS provides free and simple tools to further research the firm and our investment professionals.

Conversation Starter

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

Additional information can be found on our [website](#). You'll see answers to frequently asked questions and links to our form ADV parts I, II, and III (this summary form). You could also call us at 734-464-2532; all of our financial professionals are available to answer your questions.

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?