

## 1 INTRODUCTION

Packerland Brokerage Services (Packerland), Inc. is a broker-dealer and investment adviser registered with the Securities and Exchange Commission and is a member of the Financial Industry Regulatory Authority, Inc. ("FINRA") and the Securities Investor Protection Corporation ("SIPC"). Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [www.Investor.gov/CRS](http://www.Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

## 2 WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

Packerland offers both brokerage and investment advisory services. Brokerage services and investment advisory services are different from each other, and the fees you pay are different. It is important for you to understand these differences. *Please note that not all of our financial professionals are licensed to provide both brokerage services and advisory services. Some are only licensed to provide brokerage services. If you would like to utilize Packerland's advisory services, Packerland can make the appropriate arrangements to facilitate that.*

Packerland's **brokerage services** include buying and selling securities at your direction and providing you with investment recommendations, research, financial tools and planning services, and investor education from time to time or at your request. Packerland offers stocks, mutual funds, exchange traded funds (ETFs), domestic and international equities, options, fixed income securities, municipal and state securities, certificates of deposit (CDs), variable annuities, structured notes, and other alternative investments. Unless it separately agrees in writing, Packerland does not monitor your brokerage account and you make the ultimate decision regarding the purchase or sale of investments. If you open a brokerage account, you will generally pay Packerland a **transaction-based fee**, sometimes referred to as a commission, every time you buy or sell certain investment products. You may select the investment products, or Packerland and its representatives may recommend investment products for your account, but the ultimate investment decision for your investment strategy and the purchase or sale of investment products will be yours. Packerland can offer you additional services to assist you in developing and executing your investment strategy, and monitoring the performance of your account, but you might pay more for such services. Packerland will cause account statements to be delivered to you no less than on a quarterly basis, in paper form or electronically. Packerland offers a limited selection of investments. Other firms could offer a wider range of choices, some of which might have lower costs.

Packerland's **advisory services** include its asset allocation services using stocks, mutual funds, notes, ETFs, domestic and international equities, options, fixed income securities, municipal and state securities, CDs, variable annuities, structured notes and other alternative investments and managed portfolios from third-party investment managers. Depending on which program you select, Packerland's asset allocation services are either "non-discretionary" or "discretionary"- meaning that either Packerland will recommend investments to you and you will make the ultimate decision regarding the purchase or sale of those investments (this would be done in a "non-discretionary" account), or Packerland will make the ultimate investment decisions based upon your investment objectives, without obtaining your specific prior approval (this would be done in a "discretionary" account). In a discretionary account, the client can provide Packerland with "full discretion", allowing Packerland to have broad powers to buy and sell investment products for the portfolio or can provide "limited discretion", allowing Packerland to have discretionary authority to buy and sell existing positions in the account to "rebalance" the account. The third-party managers Packerland makes available to you are generally empowered to make investments in your account on a discretionary basis using mutual funds, ETFs, and other securities. Clients should review with their representative the type of discretionary authority utilized in their accounts. Most of Packerland's advisory services are offered through "wrap fee programs" (as described below) and either Packerland or the third-party manager will monitor your advisory account and investments on a regular basis as part of your standard services. You must meet certain investment minimums to open an advisory account. If you open an advisory account, you will pay an on-going **asset-based fee** for Packerland's services. Packerland will offer you advice on a regular basis. Packerland will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account. Packerland will contact you (by phone or e-mail) at least annually to discuss your portfolio or at intervals more or less frequently, depending upon your desires. Our investment advice will cover a limited selection of investments. Other firms could provide advice on a wider range of choices, some of which might have lower costs.

**Additional Information.** For additional information about our advisory services, please see our Form ADV, Part 2A brochure. It is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Packerland's CRD number is 37031.

## A CONVERSATION STARTER

### You may want to ask your financial professional:

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?

## 3A WHAT FEES WILL I PAY?

The fees you pay depend on whether you choose brokerage services, advisory services, or both.

For **brokerage services**, the principal fees and costs are transaction-based fees for recommendations and execution of securities trades. Depending on the investment product you select, these fees can include up-front commissions, as well as fees that are charged on an on-going basis for as long as you hold the investment ("trails"). Because Packerland is compensated for transactions, **it has an incentive to encourage you to trade more frequently** and in greater amounts.

You will also pay fees for custodial or administrative services, as well as fees and expenses that are included in the expense ratios of certain of your investments, including in mutual funds, ETFs, and variable annuities.

**For additional information about the fees and costs for our brokerage services**, please consult your representative.

For **advisory services**, the principal fees and costs are the "wrap" program fee for the program you select. These fees are "asset-based", meaning that the fee is calculated as a percentage of the assets invested in your advisory account according to the fee schedule in your advisory agreement with Packerland. This means that the more assets you invest in your account, the more you will pay in fees, and therefore **we have an incentive to encourage you to increase your advisory account assets**. A wrap advisory fee includes most transaction costs and fees paid to a broker-dealer or bank that has custody of your assets, and therefore is typically higher than a typical asset-based advisory fee that does not include transaction costs and fees. There are exceptions to certain fees which are not included in the wrap fee program. For example, SEC fees are not included. Some fees, such as fees associated with "stepped-out" trades, which are trades that are not made with the usual custodian for best execution purposes, are also not included as part of a wrap fee arrangement. Packerland does have a program where **advisory clients** pay a transaction fee in addition to an advisory fee. Advisory clients should consult their representative to determine which program is most appropriate for them and the fees associated with that program.

Our clients typically pay the advisory fee each quarter, but please see your advisory agreement for the payment frequency that applies to your account.

You may also pay miscellaneous fees that your account's custodian may charge, including wire fees, transfer fees, bank charges, ticket charges, postage fee, Section 31 fees (sometimes known as "regulatory fees"), miscellaneous and other fees, as well as fees and expenses that are included in the expense. **For additional information**, please see *Form ADV, Part 2A (Items 5.A., B., C., and D)*, your advisory agreements with us, or consult with your representative.

**Additional Information. 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. Please see Form ADV, Part 2A (item 5).**

## A CONVERSATION STARTER

### You may want to ask your financial professional:

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go towards fees and costs, and how much will be invested for me?

When Packerland provides you with a recommendation as a broker-dealer or acts as your investment adviser, it has to act in your best interest and not put its interest ahead of yours. For example, we act as a fiduciary when we provide advice to you regarding your retirement plan or individual retirement account. Thus,

#### **PTE 2020-02 Fiduciary Disclosure**

PTE 2020-02 requires that the investment professional and its supervisory financial institution provide a written acknowledgment that they are fiduciaries under ERISA (Employee Retirement Income Security Act) and the Code, as applicable, with respect to fiduciary investment advice provided to the retirement investor.

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours.

#### **Under This Special Rule's Provisions, We Must:**

- Meet a professional standard of care when making investment recommendations (give prudent advice);
- Never put our financial interests ahead of yours when making recommendations (give loyal advice);
- Avoid misleading statements about conflicts of interest, fees, and investments;
- Follow policies and procedures designed to ensure that we give advice that is in your best interest;
- Charge no more than is reasonable for our services; and
- Give you basic information about conflicts of interest.

At the same time, the way Packerland makes money creates some conflicts with your interests. You should understand and ask about these conflicts because they can affect the recommendations Packerland provides to you. Here are some examples to help you understand what this means.

#### **Examples of Ways Packerland Makes Money and Conflicts of Interest**

- **Proprietary Products:** Packerland will earn higher fees, compensation, and other benefits when you invest in a product that it (or one of its affiliates) advises, manages, or sponsors, such as a mutual fund or structured CD. As such, Packerland has an incentive to recommend (or to invest your assets in) those products over third-party products.
- **Third-Party Payments:** Packerland receives payments from third-party product sponsors and managers (or their affiliates) when it recommends or sells certain products. For example, Packerland and its representatives may accept reasonable travel (including lodging) expense from third parties for due diligence investigations. As such, Packerland has an incentive to recommend (or to invest your assets in) products of third-parties that pay it over products of third parties that do not pay it, or pay it less.
- **Revenue Sharing:** Certain managers and sponsors (or their affiliates) share the revenue they earn when you invest in certain of their investment products with Packerland. For example, if Packerland is the Solicitor for certain third-party money managers, these third party money managers may pay Packerland and its representatives a Solicitors Fee, which is often derived from the advisory fee paid by the client to the third-party money manager. Packerland's custodial broker also charges a fee for certain services it renders to Packerland client, such as allowing clients to purchase securities on margin, in exchange for interest incurred by the margin account. The custodial broker may also charge certain fees (such as fees for opening up an individual retirement account or miscellaneous fees such as ticket charges and portage fees) to Packerland for services it renders to the Packerland client. These fees are charged by the third party service provider to Packerland, but collected by the custodial broker. Packerland takes these fees into consideration when it established the Packerland fee for miscellaneous charges that it assesses to the Packerland client. The Packerland fee will be different than the fees charged to Packerland for the service stated, since Packerland takes into account its costs and the cost associated with allowing its clients to access the services of its service providers, while allowing for a reasonable profit. As such, Packerland has an incentive to recommend (or to invest) your assets in products of sponsors and managers that share their revenue with it, over other products of sponsors or managers that do not share or who share less revenue with Packerland.

This summary does not identify all of our conflicts of interest, or all material facts about the conflicts of interest listed.

**Additional Information:** For additional information about these and other conflicts of interest, please see our Form ADV, Part 2A brochure and other applicable documents.

## **A CONVERSATION STARTER**

#### **You may want to ask your financial professional:**

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

### 3C HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Packerland pays its financial professionals and their supervisors a portion of the commissions or investment advisory fees that it receives. As noted above, the commissions Packerland receives generally vary based on the investments purchased and sold, and the advisory fees it receives generally vary based on the investment advisory program selected. The portion of the commissions or fees Packerland pays to the financial professional also varies among financial professionals depending on the financial professionals' performance. This creates an incentive for Packerland's financial professionals to sell more investments as a registered representative of its broker-dealer and to increase advisory account assets as an investment adviser representative of its investment adviser to qualify for a higher portion of commissions and investment advisory fees the following year.

Packerland also counts the receipt of commissions and investment advisory fees toward certain qualifying rewards for our financial professionals, including small gifts, discounts on certain costs and awards. These qualifying rewards present a conflict because they create an incentive for the financial professional to encourage you to do more trades and investment transactions in your broker-dealer account and to increase your assets in your advisory account in order to receive more commissions and advisory fees, respectively, and therefore qualify for these rewards.

In the case of certain investment funds and products, the issuer or the sponsor provides Packerland's financial professionals other forms of compensation, including business entertainment, reasonable expense reimbursement for travel associated with educational or similar business meetings, financial assistance in covering the cost of marketing and sales events, and small gifts. In addition, depending on the specific type of investment advisory program, certain financial professionals may receive similar forms of other compensation from the sponsors or managers of those programs, including business entertainment, and reasonable business travel expense reimbursements to conduct due diligence of the sponsors' products and for other similar business purposes. The receipt of these payments presents a conflict because it creates an incentive for the financial professional to recommend those investments or funds whose issuers or sponsors offer these forms of compensation.

### 4 DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

Yes, Packerland has a legal and disciplinary history, and some of its financial professionals may also have a legal and disciplinary history. Please visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

#### A CONVERSATION STARTER

**You may want to ask your financial professional:**

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

### 5 ADDITIONAL INFORMATION

**Additional Information:** This Form CRS is an SEC-mandated summary disclosure on certain important topics about Packerland Brokerage Services, Inc. Statements in this Form CRS requiring that Packerland act in your best interest when making recommendations reflect its obligations under the SEC's Regulation Best Interest after the rule's compliance date. The information in this Form CRS is subject to the more complete terms and conditions of our agreements and disclosures, and does not create or modify any agreement, relationship or obligation you have with Packerland. For additional information about Packerland's services, please visit our website at <https://www.packerlandbrokerage.com/>.

If you would like additional information or a copy of this Form CRS, please call us at 920-662-9500 or please see the Important Disclosures section found in the footer of each page of our website (<https://www.packerlandbrokerage.com/>).

#### A CONVERSATION STARTER

**You may want to ask your financial professional:**

- 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?