



February 11, 2020

The Parkridge Group, LLC
Patrick J. Reidy, Esq.

Registered with the Securities and Exchange Commission (SEC) as an Investment Advisor (IA)

Please note that all of the information herein is required by Securities Laws. Only two pages are allowed and it is to be readable in plain language for “retail” investors.

Any questions can be referred to:

Patrick J. Reidy at pjreidy@parkridgegrp.com or 412-561-3330

Note that brokerage and investment advisory fees differ, and it is important for retail investors to understand the differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS which also provides educational materials about investment advisors and investing.

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

The Parkridge Group (TPG) **offers financial planning and investment advisory** services to clients.

Financial planning includes tax planning and preparation, estate planning, risk management, retirement planning, investment planning and cash flow projections.

Investment advisory services include portfolio construction, monitoring and management on both discretionary and non-discretionary bases. Portfolios typically consist of stocks, bonds, exchange traded and mutual funds with an emphasis on low cost funds for core holdings and allocations designed to achieve desired risk-adjusted returns. Monitoring of portfolios is an ongoing process which occurs when TPG updates financial exhibits and/or reviews investments due to market, tax or other conditions.

Investment authority for discretionary accounts does not require client pre-approval before trades. Non-discretionary authority requires approval; retail investors make final determinations as to suitability of products.

Please see the firm’s ADV Part 2A:

https://www.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=606363

Also, TPG’s web site: www.parkridgegrp.com

GIVEN MY FINANCIAL SITUATION, SHOULD I CHOOSE AN INVESTMENT ADVISORY SERVICE?

That depends on you and your proclivities. A professional manager may add value by being less inclined to respond to current “news,” real or fake, and to focus on longer term trends. He or she may also have access to more investment products through experience or research. Of course, if you are confident in your information sources

and experience, an advisor may not add value. We at TPG strive to help you ascertain the answer to those questions in initial evaluations, which are done without charge.

HOW WILL YOU CHOOSE INVESTMENTS RECOMMENDED TO ME?

TPG focuses on setting investment policy for specific accounts. Then we implement by choosing products to achieve that policy's goals. Core holdings are generally index funds (low costs and low tax consequences) and satellite (non-core) holdings are specially tailored to add to returns and/or mitigate risks.

WHAT IS YOUR EXPERIENCE, LICENSES, EDUCATION AND OTHER QUALIFICATIONS?

Mr. Reidy has a BS in Economics from Boston College, a JD/MBA from Syracuse, and over thirty-five years' experience advising senior executives at large companies, their families, and others, both with a national firm (1985 – 2004) and his own TPG thereafter. He is licensed with Pennsylvania (securities and law) and New York (law) and previously held insurance licenses in several states.

WHAT FEES WILL I PAY?

Financial planning fees are billed as annual retainers and range from \$1,000 to \$25,000 per relationship based on complexity and anticipated hours to be spent. These are billed annually at various times depending on the relationship.

Investment management fees are 0.50% on a family's first \$2 million of assets under management (discretionary) and 0.40% on amounts in excess thereof. These are billed quarterly in advance. You will pay fees whether you make or lose money. If you give TPG \$1 million to invest, you will pay \$5,000 annually, which will reduce your returns.

WHAT CONFLICTS OF INTEREST DO YOU HAVE? HOW MIGHT THEY AFFECT ME?

Mr. Reidy maintains a law firm that drafts documents, mostly estate-planning related for clients. Separate invoices are generated for most of this work. He may also refer cases to litigators and accept a referral fee, although this never costs clients more than they would otherwise pay. TPG custodies accounts with Charles Schwab which provides research and other services to the firm which otherwise may cost TPG to acquire. No added costs are incurred by clients. Schwab does charge commissions on some trades, none of which benefit TPG. Mutual and Exchange Traded funds also charge fees which reduce returns. There will be no negative impact of any conflicts.

WHAT STANDARD OF CARE DO YOU ADHERE TO WHEN REPRESENTING CLIENTS?

We have to and **DO** act in your best interests in everything we do, both from a planning and investment management perspective. This is the **FIDUCIARY** standard which we hope is enacted into law.

HAVE YOU EVER BEEN DISCIPLINED BY THE INDUSTRY OR HAD CASES FILED AGAINST YOU BY CUSTOMERS?

Never. On the contrary, we have pursued cases against other members of the financial industry for malpractice on behalf of clients who were misrepresented.

HOW DO YOU MAKE MONEY?

Financial planning fees plus investment management fees, less costs of doing business (legal, accounting, staff, compliance, office, travel), leave a net income (hopefully) annually which all inures to the benefit of Mr. Reidy as TPG is solely owned by him.

WHO IS TPGs's PRIMARY CONTACT PERSON?

Patrick J. Reidy, Esq.

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