

Premier Investment Management, LLC
Form ADV Part 2A firm brochure – V-22-03

Firm Brochure

March 2022

Home Office Location
1481 E Meadow Bluff Lane
Draper, UT 84020

1-833-700-5778

www.MyPimConnect.com

**About Form ADV Part 2A
Firm Brochure**

This brochure provides information about the qualifications and business practices of Premier Investment Management LLC. If you have any questions about the contents of this brochure, please contact us at 1-833-700-5778 or visit our website: www.mypimconnect.com

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Premier Investment Management, LLC also is available on the SEC's website at www.adviserinfo.sec.gov

Item 2. Material Changes

Form ADV Part 2 requires registered investment advisers to amend their brochure when information becomes materially inaccurate. If there are any material changes to an adviser's disclosure brochure, the adviser is required to notify you and provide you with a description of the material changes.

This is the first filing of Form ADV Part 2 for Premier Investment Management, LLC, and there are no material changes.

Table of Contents

Item 2. Material Changes	1
Item 4. Advisory Business	5
About Premier Investment Management	5
Lines Of Advisory Services	5
Financial Planning Services	5
Investment Management Services:	5
Newsletter Service	6
Tailored Advisory Services & Client/Firm Imposed Restrictions	7
Tailored Advisory Service	7
Client Imposed Investment Restrictions	7
Firm Imposed Investment Restrictions	7
Accommodations to Firm Imposed Investment Restriction	7
Wrap Fee Program	7
Discretionary/Non-Discretionary Assets Under Management	7
Item 5. Fees & Compensation	8
Fees Explained-Financial Planning, Investment Management, & Newsletter	8
Fee Billing Procedure, Termination Notice Policy, & Fee Assessment	8
Other Fees & Expenses	9
Advance Fee Payment Policy	9
Other Investment Product Compensation	9
Item 6. Performance-Based Fees & Side-By-Side Management	9
Item 7. Types of Clients	9
Item 8. Methods of Analysis, Investment Strategies & Risk of Loss	10
Buy & Hold Strategies	10

Tactical Strategies _____	10
Material Risks - Strategic Allocation _____	Error! Bookmark not defined.
Material Risks - Tactical Allocation _____	11
Firm Focused Investment Recommendations _____	11
Item 9. Disciplinary Information _____	11
Required Disclosure – Material Disciplinary Facts _____	11
Item 10. Other Financial Industry Activities & Affiliations _____	11
Passive Affiliations of Travis J Hudak & The Firm _____	12
Active Affiliations of Travis J Hudak & The Firm _____	12
No Pending Affiliations _____	12
Item 11. Code of Ethics, Participation, or Interest in Client Transactions & Personal Trading _____	12
Code of Ethics _____	12
Recommendation of Securities _____	13
Personal Trading _____	13
Item 12. Brokerage Practices _____	13
Broker-Dealer/Custodian Recommendation _____	13
Research & Other Soft Dollar Benefits _____	14
Directed Brokerage and Aggregated Orders _____	14
Item 13. Review of Accounts _____	14
Adviser Review of Investment Strategies & Portfolio Managers _____	14
Investment Adviser Review With Client _____	15
Internal Client Account Review _____	15
Client Review of Personal Accounts _____	15
Item 14. Client Referrals and Other Compensation _____	15
Item 15. Custody _____	15
Item 16. Investment Discretion _____	15
Item 17. Voting Client Securities _____	16

Item 18. Financial Information	16
Item 19. Requirements for State-Registered Advisers	16
Form ADV Part 2B Supplemental Brochure	1
Educational Background and Business Experience	1
Educational Background	1
Professional Background	1
Professional Licensing – Federal Level	1
Principal/Supervisory Qualification Exam	1
General Industry/Product Qualification Exams	1
Professional Licensing – State Level	1
General State Adviser Qualification Exams	1
Registration History – Employment	1
Disciplinary Information	2
Other Business Activities	2
Activities Disclosure	2
Additional Compensation	3
Supervision	3
Requirements for State-Registered Advisers	3

Item 4. Advisory Business

About Premier Investment Management

Premier Investment Management, LLC (“PIM”, “Firm,” “Adviser,” “We,” or “Our”) was registered as a fee-based advisory firm in March 2022. Travis J Hudak is the principal owner and has been providing financial advice since 1998.

Lines Of Advisory Services

Premier Investment Management, LLC offers two lines of advisory services;

1. **Financial Planning Services**
2. **Investment Management Services**
3. **Newsletter Service**

Financial Planning Services

The Firm’s *Financial Planning Services* (“planning”) are available to our clients who want to go through the planning process. Every client will be made aware of the planning service during the initial adviser meeting and subsequent client reviews.

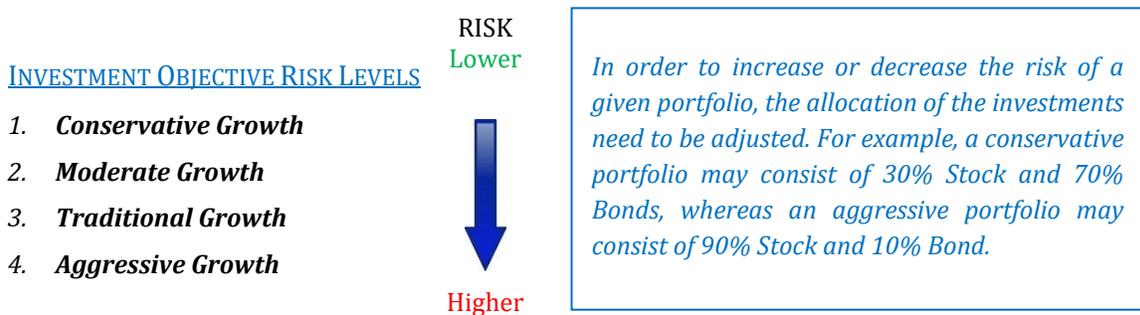
We utilize the Orion Financial Technology Suite which, in part, is a goals-based, interactive user experience, client and/or adviser driven, and web-based planning service. Clients are able to utilize the web-based planning software from anywhere, at any time- subject to internet and system accessibility.

Clients have the flexibility to “do-it-yourself” (“DIY”) or work directly with their adviser, leveraging their knowledge and receive advice. The interactive feature allows the client to perform any number of “what if” scenarios by adjusting the goal by simply sliding the *toggle bar*, providing the client immediate feedback on the impact to their overall plan and individual goals.

The Firm and adviser will encourage, educate, and monitor the client’s progress with their financial plan. We have found that clients who take an active role in the planning process and become familiar with the impact of their decisions, is one of the most effective ways to make changes to the hard-to-break habits of spending and saving. These two habits are the greatest inhibitors of achieving goals and a successful plan outcome.

Investment Management Services:

The Firm’s Investment Management Services are primarily focused on serving clients who have an **Investment Objective** targeting capital appreciation (“**Growth**”) with varying degrees of risk as shown below. The Firm does not currently specialize or focus on fixed income investment strategies (non-growth). The fees associated with our services (**See Item 5 Fees & Compensation**) exceed the nominal coupon/interest rates currently available in the fixed income marketplace. If a client is seeking a *long-term* fixed income strategy, the Firm will not engage in an advisory relationship with the client.



Once an *Investment Objective Risk Level* is established, the client must determine an *Investment Strategy* that is either *Passively (“Buy & Hold”)* or *Actively (“Tactical”)* managed. These *Investment Strategies* are explained in more detail next.

THE INVESTMENT STRATEGY

Premier Investment Management, LLC offers two different strategies to our clients. The advisory process educates each client on the characteristics of these strategies. The communication between adviser and client, will reveal the strategy the client prefers.

1. *Buy & Hold Strategies*
2. *Tactical Strategies*

BUY & HOLD STRATEGY EXPLAINED

A *Buy & Hold* strategy is one of the most popular investment strategy among investors because of its simplicity. This is an example of a typical client experience and assumes no changes to the client risk/objective profile;

- a. A Growth Investment Objective is recommended.
- b. The account is allocated into a diversified growth portfolio.
- c. A Portfolio Review (at least annually) with client is conducted to:
 - Evaluate portfolio performance
 - Verify risk metrics have met or exceeded expectations
 - Perform portfolio rebalance to match the original investment allocation.

TACTICAL STRATEGY EXPLAINED

A *Tactical Strategy* is more complex than Buy & Hold Strategies because the portfolio manager (“PM”) actively manages the portfolio at their discretion and without any scheduled rebalance cycles. The PM can affect portfolio allocations at any time for any reason at their discretion.

The PM’s goal is to identify market anomalies that may reveal opportunities in any market or economic cycle. For example, an expected increase in market risk may result in the PM moving some or all of the investments into less risky assets like cash. Conversely, a shift from high economic risk to low economic risk may result in the PM moving some or all of the investments back to the original or a different allocation. The portfolio review process will occur at least annually to verify risk metrics and objective have been met.

The Investment Strategies above are not specifically based on risk tolerance, but more on client preference. For this reason, the strategy may be changed at any time by the adviser or the client with no restrictions.

Newsletter Service

The Firm’s newsletter is coming soon and will be offered to their clients at no cost and will provide insights into economic and stock market forecasts. This publication is expected to be published on a monthly basis or as needed based on market and economic conditions or changes in portfolio models based on the strategies discussed above.

Tailored Advisory Services & Client/Firm Imposed Restrictions

1. ***Tailored Advisory Service***
2. ***Client Imposed Investment Restrictions***
3. ***Firm Imposed Investment Restrictions***
4. ***Accommodations to Firm Investment Restrictions***

Tailored Advisory Service

Premier Investment Management, LLC tailors our advisory services to the needs of our client(s). However, this is limited to the fee-based investment services described above. If the Firm is unable to tailor our advisory services to the individual needs of a client, we would advise the client to explore other firms who specialize in their specific needs.

Client Imposed Investment Restrictions

The client may impose restrictions on investing in certain securities or types of securities if provided to the Firm in writing within 30-days of the restriction required or at the start of the advisory relationship. The adviser will notate these restrictions and make every effort to accommodate the request in a timely manner. If restrictions prohibit the ability to continue with the advisory services, a relationship termination will be recommended.

Firm Imposed Investment Restrictions

The Firm restricts any non-liquid investment to be purchased in any model recommended after the advisory relationship is consummated. These restrictions apply to investments described as durable (long holding period) income products including, but not limited to Business Development Companies (BDC's), privately placed Real Estate Investment Trusts (REIT'S), Oil and Gas programs, Equipment Leasing Programs, Tax Credit Programs, etc.

Accommodations to Firm Imposed Investment Restriction

The Firm will allow a Client to maintain existing non-liquid assets within a portfolio managed under the Firm as long as our custodian is able to hold the asset. If the existing position(s) are able to be held in the managed account, they will be excluded from the allocation requirements of the recommended model. However, it should be noted that non-liquid assets within our models, requires an extra set of processes and monitoring by the Firm, adviser(s), and administrative staff. Therefore, the "fair market value" of these assets will be included in the billing process to determine the account fee. The adviser will always discourage this accommodation but if client still requests the accommodation, they will need to attest that these details were disclosed both verbally and in a written exception notice outlined in the Firm's Managed Account and Service Agreement ("MASA").

Wrap Fee Program

Premier Investment Management, LLC does not provide a "wrap-fee" program which bundles brokerage and advisory services under a single comprehensive fee. Recommendations by the adviser may include additional charges separate from the Firm's advisory fees (described in "**Fees & Compensation**" **Item 5. Section D**).

Discretionary/Non-Discretionary Assets Under Management

Premier Investment Management, LLC is a newly registered Advisory Firm and as of this filing, the Firm has \$0.00 of client assets managed in either a *discretionary* or *non-discretionary* basis.

Item 5. Fees & Compensation

Fees Explained-Financial Planning, Investment Management, & Newsletter

The **Financial Planning Services** offered by Premier Investment Management, LLC is available to all clients and is included as part of the Firm's annual account fee of \$50 per year. The annual fee primarily covers the marginal cost to provide the planning software and reporting service software through Orion, the Firm's third-party provider. This annual fee is charged regardless of the utilization of the planning and reporting by the client.

The **Investment Management Services** offered by Premier Investment Management, LLC are based on an annual asset under management ("AUM") fee of 2% and includes either the Buy & Hold or Tactical Strategy. Premier Investment Management, LLC is compensated on a fee-only basis for *Investment Management Services* and cannot exceed 2%, exclusive of other, custodial related expenses, fund expense, sub-account expenses, and annual account fees. Fees are non-negotiable however, discounts can be offered, for any reason, to family, employees, friends, or others at the Firm's discretion.

The **Newsletter Service** offered by Premier Investment Management, LLC, is available to all clients at no additional cost.

Fee Billing Procedure, Termination Notice Policy, & Fee Assessment

BILLING PROCEDURE

Fees are billed and paid after they are earned. Fees for the investment management services provided by the Firm, which may begin before assets are received into the client's account, are typically calculated and charged beginning on the date the PIM Managed Account & Service Agreement Letter of Agreement ("MASA") is signed by the client. The initial services include, without limitation, conducting a comprehensive suitability evaluation with the client; analyzing the client's assets, goals, objectives, restrictions, and other circumstances; making investment recommendations; and providing PIM's current economic outlook and the impact on the market. The fee will be calculated and assessed at the end of each month or quarter, or year based on the ending market value of the account's assets for the corresponding period.

TERMINATION NOTIFICATION

A trackable 5-day written termination notice must be provided to Premier Investment Management, LLC as outlined in the PIM Managed Account & Service Agreement. The notice can be delivered by certified mail, including UPS, FedEx, USPS, or other mail carrier that provides tracking capabilities. In addition, email notification will also be considered trackable and in good order, **IF** the client receives a response from the Firm acknowledging the receipt of the email. If the client does not receive notification from the Firm within 3 business days, the client is responsible for contacting the firm by phone to verify receipt. If the email was received by Firm, the date of original receipt will be honored for calculating the 5-day notification period. For terminated accounts, the billing procedure is calculated based on the assumption that the account will be transferred away from Premier Investment Management, LLC. As such, the client account(s) will be billed for the accrued period plus 5 additional days calculated on the accounts assessed value on the day the termination notice was received. The account will continue to be managed until the account transfer is affected or the 5-day notification period has ended unless *specific* instructions to the contrary are outlined in the notice. It is the responsibility of the client to provide their intent for the account(s) in the event the 5-day period is exceeded and PIM cannot be held responsible for any account value fluctuations beyond this period.

FEE ASSESSMENT

When direct account billing is not restricted by the custodial firm, management fees will be deducted directly from the client's account. In the event a restriction exists with the custodial firm, or if client requests it, a direct

bill/invoice will be delivered to the client for review and they will have 30-days to remit payment to: Premier Investment Management, LLC.

Other Fees & Expenses

In addition to the stated management fees above, the Client recognizes and agrees that in order for the Firm to facilitate the management of their account, it must engage in securities brokerage transactions. The use of various investments including Electronically Traded Funds (“ETFs”), No-Load Mutual Funds, VA Sub-Accounts, and Third-Party Asset Managers (if applicable) will have distinct management fees. Commissions and other transaction fees may be charged when effecting securities transactions. Additional Custodial fees may also apply, including, but not limited to, stock exchange fees, SEC fees, transfer taxes, wire transfer and electronic fund processing fees, and annual account fees.

In no case will the Firm, principals, advisers, employees, or any other associated persons receive any portion of any fees charged by custodians, TPAM’s, MFs, ETFs, or any fee associated with any transaction that occurs in the client account. In short, the fees billed by Premier Investment Management, LLC are the ONLY fees received by the Firm. Any additional fees charged by anyone other than our Firm, listed, or not listed, are in no way received by Premier Investment Management, LLC. It should be noted: in return for effecting securities brokerage transactions through certain custodians, the Firm may receive certain investment research products and services used to assist the Firm in its investment decision-making process for the client. These non-monetary concessions shall follow *Section 28(e) of the Securities Exchange Act of 1934*.

In the event a Variable Annuity (“VA”) custodian is used for our fee-based investment management services, there are additional asset-based fees assessed by the custodian called mortality & expense fee (“M&E”). The M&E fee, in addition to investment advisory fees assessed by Premier Investment Management, LLC, may result in a total fee paid by the client that exceeds 2%. In the event the total of these fees exceeds 2%, Premier Investment Management, LLC will discount its fees from 2% to 1.5% to reduce the total fee paid by the client. The Firm will assess each client with a VA(s) to determine if it is in the client’s best interest to transfer VA assets to lower cost brokerage account options. The recommendation will be based on a number of factors including but not limited to the remaining surrender charges (CDSC), tax liability, & other benefits associated with the VA contract. In the event the client transfers from the VA custodian to a brokerage based custodian, the Firm discount will no longer apply. It should be noted that PIM will make every reasonable effort to move clients from the VA platform(s) to brokerage when it is in the clients best interest.

Advance Fee Payment Policy

Firm does not assess fees in advance for Investment Management Services

Other Investment Product Compensation

Due to the conflict of interest perceived or actual, the Firm, nor any supervised persons receive or accept any compensation from the sale of any security or other investment product.

Item 6. Performance-Based Fees & Side-By-Side Management

Premier Investment Management, LLC does not charge performance based fees & does not engage in Side-By-Side Management.

Item 7. Types of Clients

Premier Investment Management, LLC provides investment management and advisory services primarily to individuals, trusts, estates, small businesses, and 401k participants. Premier Investment Management, LLC does not have a required minimum account size. However, smaller accounts managed by Premier Investment Management, LLC may find their performance negatively impacted by other account and transaction costs associated with our advisory services. Therefore, clients will be encouraged to consider other investment options prior to establishing a managed account with the Firm.

Item 8. Methods of Analysis, Investment Strategies & Risk of Loss

Premier Investment Management, LLC focuses on two distinct, growth oriented, Investment Strategies relying on different methods of analysis to determine the allocation and ongoing management of client assets described below.

1. *Buy & Hold Strategies*
2. *Tactical Strategies*

Buy & Hold Strategies

The most popular investment strategy talked about by financial professionals and utilized by individual investors. The simplicity of the strategy is appealing, and the allocation methodology is not unique and is easy to understand. Premier Investment Management, LLC applies the rule of diversification when allocating these portfolios. They are rebalanced annually to reset the holdings to the original allocation.

Material Risks – Buy & Hold Allocation

This “Buy & Hold” strategy’s expected success is based on the historical expectation that over time the portfolio will grow. This strategy is designed to own a little bit of every type of investment for lengthy periods of time and does not rely on either fundamental or technical analysis to determine short or medium-term trends. It relies heavily on a diversified allocation approach only, oftentimes called, “covering the style boxes” and is considered a long-term strategy. By adjusting the allocation breakdown between stocks and bonds, a portfolio can easily be built to satisfy any investor from conservative to aggressive.

The strategic allocation portfolios do not need to be monitored daily, monthly, or even quarterly, in fact these are considered “set it and forget it” portfolios. It is important to note that these portfolios do need attention at least annually for rebalancing. During the course of the year, some of the categories are going to grow more than others. The results define the winners and losers for the period and rebalancing back to the original allocation simply means selling the winners and buying more of the losers. Over time the losers typically become the winners and the winners become the losers. This pattern is one that has historically repeated itself over lengthy periods of time.

The single largest risk with this type of strategy is the risk of an economic downturn. Because there is no focus on fundamental analysis, these portfolios could lose significant value during recessionary environments. Additional risks result from the requirement to hold losers in the portfolio for extended periods of time and waiting for a recovery. These risks collectively lead to advisers responding to client concerns regarding losses by oftentimes saying, “just hang in there, the market will come back”! If a client is anticipating a recession or a long-term secular bear market, this strategy may not be the right choice.

Tactical Strategies

This is an actively traded investment strategy that relies heavily on fundamental and technical analysis in an attempt to predict short-term and long-term stock market trends. It is more active and less tax efficient than a strategic allocation strategy. However, when the predictions are accurate, this model’s risk adjusted returns can be significantly better than a buy & hold strategy. This is a very actively traded strategy and predictions are not guaranteed. This strategy has unique risks that should be considered before investing.

While Premier Investment Management, LLC strives to achieve success with its investment strategies, investing in securities involves a high degree of

risk and investors should be prepared for significant losses that could unintentionally exceed their risk tolerance.

Material Risks - Tactical Allocation

This actively managed strategy relies heavily on fundamental analysis to predict longer term trends in the stock market. Premier Investment Management, LLC obtains all the fundamental data needed from the Federal Reserve.

The Federal Reserve's research sites are the single largest source of unbiased economic data available. The Firm's principal has been utilizing this data source for more than 15 years to help formulate the investment decisions made on behalf of clients. The reason is simple; the actions of the Federal Reserve are a direct reflection of the current economic condition of the U.S. economy. Understanding the Federal Reserve is the most crucial factor any investor can look to for predicting the medium and long-term economic forecast. Because the stock market is highly correlated to the economy, knowing the strength level of the economy can provide insight into how the stock market may perform in the future.

Tactical Allocation also relies on technical analysis to predict short-term market trends by identifying pricing anomalies that oftentimes run counter to what the more reliable, fundamental data is telling us. Successfully predicting these short-term trends gives the PM the opportunity to enhance portfolio returns by making profitable short-term trading decisions.

Pricing anomalies can occur several times a year resulting in a portfolio that has a significant level of trading activity in its attempt to profit over short periods. This active trading strategy does not always result in a successful outcome. The risk of compounding short-term losses is a material risk. Conversely, if the short-term trades are successful, then another material risk is the tax liability for realizing short-term capital gains. A client should consider these material risks carefully BEFORE choosing this strategy.

Firm Focused Investment Recommendations

Premier Investment Management, LLC **does not** recommend any particular type of security or focus on any one type of investment category. The Firm includes multiple different securities in the models recommended to clients. These are diversified portfolios utilizing primarily individual stock and stock ETFs.

Item 9. Disciplinary Information

Premier Investment Management, LLC is a Registered Investment Advisor required to disclose all material facts regarding any legal or disciplinary events that would be relevant to a client's or prospective client's evaluation of the Firm, its advisory business, or the integrity of our management.

Required Disclosure – Material Disciplinary Facts

Premier Investment Management, LLC is a new Registered Investment Advisor and does not have any legal or disciplinary actions or events. The primary owner/principal of Premier Investment Management, LLC, Travis J Hudak, has one disclosure item related to his separation from his previous investment advisor firm. Mr. Hudak was discharged from his previous investment advisor firm after Mr. Hudak raised allegations of potential wrongdoing by the firm's managing member and chief compliance officer. The dispute with the previous firm is the subject of ongoing litigation. This litigation is not likely to have any impact on the clients of Premier Investment Management, LLC. Clients and prospective clients have access to view the CRD (registration records) for any disclosure related details for Premier Investment Management, LLC, and its

principal owner on the SEC's Investment Adviser Public Disclosure (IAPD) website at www.adviserinfo.sec.gov.

Item 10. Other Financial Industry Activities & Affiliations

Travis J Hudak, the principal owner of Premier Investment Management, LLC, is required to address any material conflicts of interest as it relates to his primary advisory business. Affiliations or activities that either Premier Investment Management, LLC or Travis J Hudak engage in may be considered a conflict of interest and must be disclosed to clients or prospective clients. If a conflict of interest exists when making a recommendation to a client, this specific conflict must be disclosed at the time of the recommendation.

Passive Affiliations of Travis J Hudak & The Firm

Travis J. Hudak is a principal owner in Transitional Broker, LLC, a FINRA registered Broker-Dealer. Mr. Hudak is affiliated as an owner but he is not a Registered Representative of the Firm, nor does he have an application pending to register, as a registered representative of any Broker-Dealer.

Active Affiliations of Travis J Hudak & The Firm

Travis J. Hudak provides investment solutions under a fee-based compensation method. However, in the course of providing planning services, insurance products, like life insurance, may be needed as part of a client's financial plan. Although the insurance industry is starting to offer more fee-based insurance solutions, the majority of insurance products are still commission-based. Commission-based insurance recommendations create a material conflict of interest with his clients.

Travis J. Hudak is licensed as an independent life insurance agent in Utah and is the President of Premier Life Insurance Services, LLC. This commission-based activity is a conflict of interest. To address this conflict, Mr. Hudak is required to disclose the conflict at the time of the recommendation. In addition, Mr. Hudak will inform the client that the recommended product may be purchased from other insurance agents not affiliated with him or the Firm.

No Pending Affiliations

No other material conflicts of interest exist as neither Travis J Hudak, or Premier Investment Management, LLC are registered as a futures commission merchant, commodity pool operator, a commodity trading advisor, nor do they have an application pending to register, as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

In addition, Mr. Hudak is not associated with, or seeking registration, as a registered representative with any broker-dealer, municipal securities dealer, government securities dealer or broker, investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund), other investment adviser or financial planner, futures commission merchant, commodity pool operator, or commodity trading advisor, banking or thrift institution, accountant or accounting firm, lawyer or law firm, pension consultant, real estate broker or dealer, or a sponsor or syndicator of limited partnerships.

It should be noted, as part of Premier Investment Management, LLC's Investment Management Services, a third-party investment adviser may be recommended to clients. This does not inherently create a conflict of interest because Premier Investment Management, LLC does not receive compensation directly or indirectly as a result of the recommendation. However, if a conflict of interest resulted from these recommendations in the future, it would be disclosed to the client prior to the recommendation.

Item 11. Code of Ethics, Participation, or Interest in Client Transactions & Personal Trading

Code of Ethics

Premier Investment Management, LLC's Code of Ethics will be provided in physical or electronic form to any *client* or prospective *client* by contacting the Firm at 1-833-700-5778.

Recommendation of Securities

Premier Investment Management, LLC, Investment Advisor Representatives, and Related Persons do not recommend securities in which they have a material financial interest in.

Examples: (1) The Firm or *related person*, as principal, buys securities from (or sells securities to) a client; (2) The Firm or *related person*, acting as general partner in a partnership in which a *client* investment is solicited; or (3) The Firm or *related person* acts as an investment adviser to an investment company that is recommended to clients.

Personal Trading

Investment Advisor Representatives, Employees of, and Related Persons of Premier Investment Management, LLC, may personally invest in the securities recommended to clients. These transactions may present a conflict of interest as *Investment Advisor Representative* or related persons may benefit from an increase in price from subsequent purchases by clients. It should be noted: the risk profile and objective for an Investment Advisor Representative or related person may differ dramatically from the Firm's clients. An Investment Advisor Representative or related person may have a highly speculative investment objective for an account that has the same or similar holdings as clients.

As a result, the speculative trading patterns are likely to take advantage of short-term price fluctuations in these common securities through a strategy that engages in activities including, but not limited to the following; day trade, swing trade, taking a short interest in a security, use of leverage, or derivative transactions on common securities. These transactions, in the Investment Advisor Representative's or related persons account(s), on common or similar securities present a conflict as a result of the following: Transactions may precede the transactions in client account(s) and transactions may be counter to the client position (sell or sell short a common security when recommendation to client is to continue to hold) These trading patterns do not reflect the longer term outlook on the common security(s), they are simply opportunistic trades commonly seen in speculative trading accounts.

To address this conflict of interest, *Investment Advisor Representatives* are required to disclose this type of trading strategy as a conflict with the client(s). In addition, it will be disclosed that the client can restrict the ownership of these common securities in their account(s) at any time. It should be noted: The securities recommended to clients, are not thinly traded or likely to be influenced by the speculative trading in the Investment Advisor Representative's account(s). Likewise, collective block buy or sale of a common security across all client's accounts would not likely move the market in the common security. The highly liquid securities recommended by the Firm eliminate any opportunity to measurably influence the price of these securities in either the client's, Investment Advisor Representative's, or supervised/affiliated person's account(s).

Item 12. Brokerage Practices

Premier Investment Management, LLC is required to disclose the factors considered when selecting or recommending a Broker-Dealer or Custodian for client transactions.

Broker-Dealer/Custodian Recommendation

Premier Investment Management, LLC will recommend a custodian (hereafter "Custodian") to all clients utilizing Premier Investment Management, LLC's Investment Management Services. Premier Investment Management, LLC recommends Charles Schwab or Interactive Brokers primarily for their low transaction costs, responsive client service, client web-based user interface experience and reliable trading platform.

Clients have no obligation to use these Custodians, however, if clients want Premier Investment Management, LLC to utilize our services on a discretionary basis, the Client's chosen Custodian must allow Premier Investment Management, LLC to have trading authority and Firm specific log in credentials to view and affect transactions within their account. Premier Investment Management, LLC, for security purposes, will not use client's personal login credentials to gain access to their custodial accounts. The Firm is only able to access client accounts if they are a client of the firm *and* a custodial relationship that gives Firm specific log in credentials has been established.

Research & Other Soft Dollar Benefits

PIM does not have any formal soft dollar arrangements where it uses a portion of commissions generated by trades by clients' accounts to pay specific amounts for research products and brokerage services from broker-dealers or research vendors. However, broker-dealers that custody client assets or effect securities transactions provide their own research services such as reports, access to website materials, and access to their analysts. In some cases, PIM uses that research if it is believed to be useful and of reasonable value, which can be considered a soft-dollar benefit for PIM even though there is no specific allocated amount of commissions in order for PIM to receive those benefits nor is there believed to be any impact to the transaction costs for our clients. Additionally, some broker-dealers also provide PIM with unsolicited research that PIM considers having limited value and does not use, which are technically considered soft dollar benefits for PIM.

Generally speaking, all of PIM's clients benefit from research services provided to PIM by the brokers and dealers who effect transactions for PIM's client accounts. PIM periodically considers the value and usefulness of proprietary research services available through broker-dealers as part of assessing PIM's overall relationship with a broker-dealer and the quality of services provided, but PIM does not make specific trading or commission allocation decisions based on the research provided. PIM's receipt of research services from brokers and dealers that effect transactions for PIM's client accounts does not reduce PIM's customary research activities. While not a factor in Premier Investment Management, LLC's recommendation of broker-dealers, these custodians offer proprietary research tools and publications created to their account holders. Premier Investment Management, LLC will have access to these research tools and publications, which may be considered "soft dollar benefits" and constitute a conflict of interest. Clients have no obligation to use the recommended Custodian. In addition, the recommendation of a Broker/Dealer Custodian can never be based upon the benefit of receiving client referrals from the custodian.

Directed Brokerage and Aggregated Orders

Premier Investment Management, LLC will rely on the broker-dealer or custodian for the execution of transactions and will not direct trades to specific brokers. As such, clients may not receive the lowest price possible. The client may not have their trades directed to specific brokers even if doing so would result in lower fees. While Premier Investment Management, LLC may make the same recommendations for similarly-situated clients, Premier Investment Management, LLC may aggregate client orders. Non-aggregated orders could result in higher fees than aggregated orders.

Item 13. Review of Accounts

Adviser Review of Investment Strategies & Portfolio Managers

The Firm will evaluate the Investment Strategies regularly to determine if the objectives are being met and if changes in economic conditions are favorable or unfavorable to the recommended strategy. In the event a change in strategy is warranted, based on economic conditions, or a new PM is being utilized, the adviser will make these changes on a discretionary basis and update the clients via electronic notification, personally, or through a message to all clients.

Investment Adviser Review With Client

Clients receive at least quarterly custodial statements and have access to up to date performance, asset value by security, unit cost, total cost, and cash balances, etc. Clients are urged to compare the custodial reports with the electronic reports provided by PIM and notify PIM of any differences. Additionally, clients regularly receive Quarterly Reviews, Semi-Annual, Annual Reviews, or by request which include the PIM's general economic outlook and current investment trends. Clients are encouraged to contact PIM as they deem necessary to receive information regarding the investment tactics and strategies being followed. These reviews are meant to confirm the management of their accounts align with their current financial condition, risk tolerance, goals, and objectives.

Internal Client Account Review

All existing managed accounts are subject to periodic internal reviews depending on the criteria being evaluated. Most reviews utilize computer-generated exception reports from PIM's portfolio management and accounting systems. Cash balance, position count, position size, asset allocation, and sector weight reports are among the measures periodically evaluated. PIM's oversees the daily operations of the existing account review process.

Additionally, client account(s) are reviewed on a monthly, quarterly, or annual basis in conjunction with calculating management fees and for general client exemption reports as part of the Investment/Service management of the client account.

Client Review of Personal Accounts

Performance reports and other reporting will be accessible for all clients who participate in the planning services. They will have daily access to review performance, adjust existing goals, start a new goal, delete a goal, and track the results to see the impact on the overall plan. These reports and tools are web-based and can be reviewed electronically or printed by the client.

Item 14. Client Referrals and Other Compensation

Premier Investment Management, LLC does not engage in compensation practices for client referrals of any kind (in either direction). In addition, PIM does not receive *any* economic benefit for providing investment advice or other advisory services to our clients.

Item 15. Custody

Premier Investment Management, LLC is considered to have custody of client funds or securities due to the direct withdrawal of its advisory fees, but it does not retain physical custody of any client securities or assets. Clients receive statements, at least quarterly, from their respective custodian(s). The Firm recommends clients review their statements and compare official custodial records to the performance and account reports available through Premier Investment Management, LLC. Statements provided by PIM may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Item 16. Investment Discretion

Premier Investment Management, LLC receives discretionary authority from the client at the outset of an advisory relationship as part of the Managed Account & Service Agreement ("MASA"). The MASA allows Premier Investment Management, LLC to select the identity, timing, and amount of securities to be bought or sold. Through the advisory process the adviser will recommend a growth oriented *Investment Objective* that is in the best interest of the client. In addition, the adviser will educate the client on the differences in the available *Investment Strategies* (active or passive). The client may choose their preferred strategy or allow the advisor to make a recommendation. Premier Investment Management, LLC will exercise its discretion in a manner consistent with the stated investment objectives.

The client may impose restrictions on investing in certain securities or types of securities if provided to the Firm in writing within 30-days of the restriction required or at the start of the advisory relationship. The adviser will notate these restrictions and make every effort to accommodate the request in a timely manner. If restrictions prohibit the ability to continue with the advisory services, a relationship termination will be recommended.

Although PIM has discretionary authority over the client accounts, the client has the ability to terminate the management of their account(s) on a temporary or permanent basis as outlined in the MASA.

Item 17. Voting Client Securities

Premier Investment Management, LLC does not assume any authority to, and does not vote proxies on behalf of, advisory clients. Clients retain the responsibility for receiving and voting proxies for all securities maintained in client portfolios. If client(s) request, Premier Investment Management, LLC may provide advice regarding the clients' voting of proxies.

Item 18. Financial Information

Premier Investment Management, LLC is not required to file a balance sheet for purposes of this filing. Premier Investment Management, LLC does not maintain physical custody of client assets, nor does the Firm require prepayment of any fees six or more months in advance. Premier Investment Management, LLC has not been the subject of a bankruptcy petition at any time during the past ten years.

Item 19. Requirements for State-Registered Advisers

A. *Education & Business Background*

Travis J Hudak must disclose his formal education and business background. This information is listed in its entirety below in the Form ADV Part 2B (Supplemental Brochure).

B. *Other Business Activity*

The Firm and associated persons must disclose and describe any business, other than advisory services in which they are actively engaged outside of giving investment advice and the and the approximate amount of time spent on that business. This information can be found under "*Other Business Activity*" in the *Form ADV Part 2B (Supplemental Brochure)* below.

C. *Performance-Based Compensation*

This type of compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client. This potential incentive that could create a higher level of risk for the client, Premier Investment Management, LLC prohibits the practice of charging performance based fees to any of the Firm's clients.

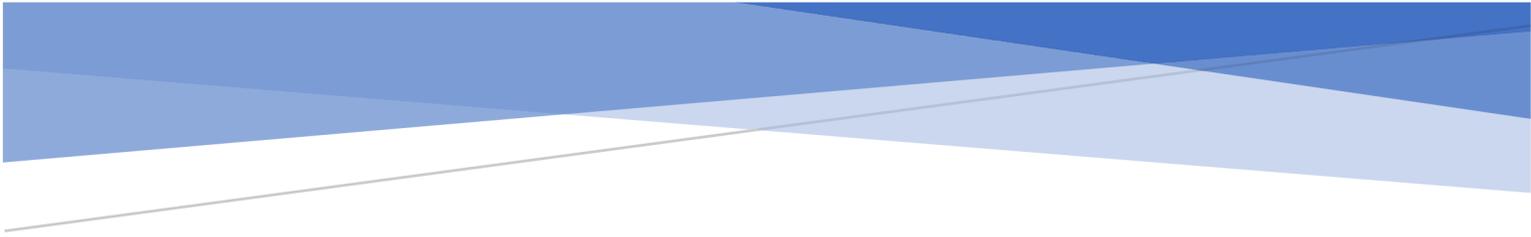
D. *Arbitration Claim Disclosure*

Premier Investment Management, LLC primary sole owner, principal, and management person, Travis J Hudak arbitration response disclosure:

- a. *Travis J Hudak has not been in any arbitration where an award or otherwise being found liable for a claim alleging damages in excess of \$2500.*
- b. *Travis J Hudak has not been found liable for any civil, self-regulatory organization, or administrative proceeding.*

E. *Issuers of Securities Relationships*

The Firm, its Management, and its Investment Advisers must disclose material conflicts of interest to clients regarding any relationship or arrangement with an issuer of securities. Neither the Firm, its Management, nor its Investment Adviser Representatives have any relationship or arrangement with an issuer of securities.



Form ADV Part 2B – Brochure Supplement

Travis J. Hudak

Premier Investment
Management, LLC
1481 Meadow Bluff Lane
Draper, UT 84020
1-833-700-5778
March 2022

This brochure supplement provides information about Travis J. Hudak that supplements Premier Investment Management, LLC's firm brochure which you should receive along with the supplement brochure. Please contact Travis J. Hudak if you did not receive Premier Investment Management, LLC's firm brochure or if you any questions about the contents of this supplement. Additional information about Travis J. Hudak is available on the SEC's website at www.adviserinfo.sec.gov

Form ADV Part 2B Supplemental Brochure

Educational Background and Business Experience

Travis J. Hudak, born in 1972, has provided financial services and advice since 1998 as both a licensed producing *Registered Representative & Investment Advisor Representative*. In addition to performing the duties of a *producer*, Mr. Hudak acted in the capacity of a Compliance Principal his two prior firms.

Educational Background

In 1997, Mr. Hudak received a Bachelor of Science degree from the University of Utah's David Eccles School of Business. Mr. Hudak majored in Business Finance and graduated with honors (*cum laude*) laying the foundation for the financial services industry he has been involved in ever since.

Professional Background

Professional Licensing – Federal Level

Mr. Hudak is enrolled in FINRA's Maintaining Qualifications Program (MQP) where his qualifying exams including the following are maintained:

Principal/Supervisory Qualification Exam

- Series 24 – General Securities Principal – Exam Date 9-29-2007

General Industry/Product Qualification Exams

- Series 7 – General Securities Representative – Exam Date 10-7-1998
- SIE – Securities Industry Essentials – Exam Date 6-27-2018

Professional Licensing – State Level

Mr. Hudak is registered with the State of Utah as an Investment Adviser Representative by completing the following requirements:

General State Adviser Qualification Exams

- Series 63 – Uniform Securities Agent State Law – Exam Date 10-20-1998
- Series 65 – Uniform Investment Adviser – Exam Date 10-21-1999

Registration History – Employment

- Present
 - Premier Investment Management, LLC
 - President/Principal
 - *Investment Advisor Representative*
- 2020 – 2021
 - Transitional Broker, LLC
 - Owner/President/Principal
 - Delegated Compliance Officer – Marketing Division
 - Registered Representative
- 2018 – 2021
 - Lone Peak Advisers, LLC
 - Owner/President/Principal
 - Delegated Compliance Officer – Marketing Division
 - *Investment Advisor Representative*
- 2008 – 2018
 - H Beck, Inc.

- Vice President
- Registered Representative
- Registered Principal
- 2008 – 2018
 - Legacy Planning Group
 - Owner/President/Principal
 - *Investment Advisor Representative*
- 2007 – 2008
 - Gunn Allen Financial, Inc.
 - Vice President
 - Registered Representative
- 2003 – 2007
 - Investment Management Corporation
 - Vice President
 - Registered Representative
- 2002 – 2003
 - Eagle Gate Securities, Inc.
 - Vice President
 - Registered Representative
- 1999 – 2002
 - UBS PaineWebber Inc.
 - Registered Representative
- 1998 – 1999
 - Fidelity Brokerage Services, Inc
 - Registered Representative

Disciplinary Information

Travis J. Hudak is an Investment Adviser Representative for Premier Investment Management, LLC and is required to disclose all material facts regarding any legal or disciplinary events that would be relevant to a client's or prospective client's evaluation of the IAR, Firm, its advisory business, or the integrity of our management.

Travis J. Hudak nor Premier Investment Management, LLC have ever been the subject of any legal or disciplinary actions or events that would be considered material in evaluating Mr. Hudak or the Firm. Client and prospective clients have access to view the CRD (registration records) for any disclosure related details for Travis J Hudak on the SEC's Investment Adviser Public Disclosure (IAPD) website at www.adviserinfo.sec.gov.

Other Business Activities

Travis J. Hudak must disclose activity in any investment-related business or occupation and any possible or actual conflict of interest to clients or prospective clients. Below is a business activity that must be disclosed.

Activities Disclosure

Mr. Hudak owns and operates Premier Life Insurance Services, LLC and is licensed as an independent insurance agent in Utah spending less than 1 hour per month engaging in this activity. This activity creates a material conflict of interest with clients that must be disclosed. The recommendation or sale of these insurance products would compensate him through a commission-based incentive and therefore a conflict of interest exists. In order to address this conflict, it is required that he always discloses this conflict of interest when such recommendations are made. In addition, Mr. Hudak must inform the client that the recommended product may be purchased from other insurance agents not affiliated with him, Premier Life Insurance Services, LLC, or Premier Investment Management, LLC.

Additional Compensation

Travis J. Hudak must disclose if any non-client provides an economic benefit to Mr. Hudak for providing advisory services. Mr. Hudak has no arrangement of economic benefit that would require a disclosure

Supervision

Premier Investment Management, LLC is owned by Travis J. Hudak and is the responsible supervisor for the activities of the Firm and supervised persons. Mr. Hudak can be contacted by calling (385) 259-3568 for additional information.

Requirements for State-Registered Advisers

Travis J Hudak is required to disclose if he has been in any arbitration where an award or otherwise being found liable for a claim alleging damages in excess of \$2500, has not been found liable for and civil, self-regulatory organization, or administrative proceeding, or been the subject of a bankruptcy petition. Mr. Hudak has never been subject to any of the preceding items.