

Diversified Portfolios, Inc. is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to investors in order to research firms and financial professionals at [Investor.gov/CRS](https://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This Form CRS is a summary intended to be viewed with our [Part 2A of Form ADV](#).

### **What investment services and advice can you provide me?**

We offer investment advisory services including wealth management and retirement planning services. We work with you to establish an investment planning summary based on your investment goals, financial objectives and risk tolerance. Using this information, we build a portfolio of investments based on the principles of broad diversification and a long-term allocation of assets. Once the portfolio is established, as part of our standard investment management services, we monitor your account at least quarterly. Other factors may trigger additional reviews, such as substantial changes in the market price of stocks and bonds or changes in your objectives. As your investment adviser, we act under the fiduciary standard of care and loyalty, which means that we must put your interests ahead of our own.

We accept discretionary authority to determine, without obtaining your specific consent, the securities and amount to be bought or sold in your account. However, such discretion is to be exercised in a manner consistent with your investment planning summary including your investment policies, limitations and restrictions. Clients may place reasonable restrictions on the types of investments that will be made on the client's behalf. We do not offer proprietary products. We predominantly use low cost, passively managed no-load open-end mutual funds, as well as exchange traded funds (ETFs). Generally, we require a minimum of \$1,000,000 of cash and/or securities to open an account for investment management services.

**For additional information regarding our services and requirements to establish a relationship with us please see Item 4 (Advisory Business) and Item 7 (Types of Clients) of our [Part 2A of Form ADV](#), respectively.**

#### **Consider asking our financial professional the following questions:**

- *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?**

We are compensated based on a percentage of assets under management. We charge an asset-based fee for ongoing investment management services, billed in arrears on a quarterly basis based on the total value of your cash and investments we manage for you. Our fee schedule is tiered based on your account balance. A conflict arises whenever you seek advice from us that would reduce the assets under our management--because reducing the assets under our management will, in turn, reduce our fees. For example, if you withdraw funds to pay off a home mortgage, our investment management fees will be reduced.

In addition to our fee, you will incur other fees and charges imposed by third parties. The primary third party fees include, but not limited to, fees charged by mutual funds and ETFs that are included in your portfolio, transaction fees charged by the broker and regulatory fees. *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.*

**For additional information including our billing arrangements, how to pay our fee, and additional fees and expenses you will pay third parties directly or indirectly, please see Item 5 (Fees and Compensation) of [Part 2A of Form ADV](#).**

**Consider asking our financial professional the following questions:**

- *Help me understand how these fees and costs might affect my investments.*
- *If I gave you \$500,000 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. We have an incentive to encourage you to increase the assets in your account because the more assets there are in your account, the more you will pay us in fees. We have access to education and analytics tools, practice management support, and other resources from the brokers we recommend and from certain fund companies with whom we invest client assets.*

**Consider asking our financial professional the following questions:**

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

**For additional information regarding these conflicts, please refer to Item 5 (Fees and Compensation) and Item 12 (Brokerage Services) of our Form ADV Part 2A. The conflicts disclosed in this Form CRS are not our sole conflicts, for additional disclosures on our conflicts, please refer to our [Part 2A of Form ADV](#).**

***How do your financial professionals make money?***

*Our financial professionals are paid a base salary in addition to receiving compensation based upon the revenue generated from certain new business brought to us. This arrangement creates a conflict of interest for the financial professional in that he or she has an additional financial incentive to find new business, which could impact their recommendations.*

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

**No.** Visit [Investor.gov/CRS](https://www.investor.gov/CRS) for free and simple search tool to research us and our financial professionals.

**Consider asking our financial professional the following questions:**

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

For additional information about our services, please refer to our [Part 2A of Form ADV](#) or [adviserinfo.sec.gov/firm/summary/108942](https://adviserinfo.sec.gov/firm/summary/108942). To request up-to-date information or a free copy of this disclosure, please call 248-644-3030.

**Consider asking our financial professional the following questions:**

- *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?*