



## **Customer Relationship Summary - Form CRS**

### **Introduction**

Princeton Capital Management LLC 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. The SEC offers free and simple tools to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS) which also provides information tailored to educate retail investors about financial professionals.

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

Our firm offers the below principal investment advisory services to retail investors which we monitor continuously as part of our standard services:

- Portfolio Management Services

The service listed above includes the provision of continuous advice to a client or investing the client's account based on his/her particular circumstances. Our firm provides discretionary investment for those services. If you invest with us on a discretionary basis, we will buy and sell investments in your accounts without requiring your pre-approval on an ongoing basis until you notify us in writing to terminate the agreement. Although we currently manage some client accounts on a non-discretionary basis, we are no longer offering that service option for any new accounts.

Our minimum account size is \$1,000,000, however, at our discretion, we make exceptions on a case-by-case basis.

**For additional information including minimum investment amounts, please see**

**<https://adviserinfo.sec.gov/firm/summary/113926> for our Form ADV, 2A brochure (Items 4 and 7 of Part 2A).**

**Conversation starters.** *Ask your financial professional:*

- *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?**

Our fees are assessed quarterly in advance based on a fixed-percentage of your assets under our management. Our fees are disclosed in our Form ADV Part 1A, Item 5.E. and more fully described in our Form ADV Part 2A, Items 5.A., B., C., and D. Some fees create a conflict of interest described below and in more detail in our Firm's Form ADV, Part 2A.

- If our firm charges you asset based fees, more assets in the account will cause you to pay more in fees and therefore we may have an incentive to encourage you to increase the amount of money invested in those accounts.

There are other fees and costs related to our investment advisory services and investments in addition to the principal fees and costs listed above that you will pay directly or indirectly. Examples of the most common fees and costs associated with client accounts could include custodian fees, account maintenance fees, mutual fund fees and other transactional fees and product-level fees. Our firm does not receive any portion of these fees.

**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.

For more detailed information about our fees and costs please review our Form ADV, Part 2A brochure (specifically Items 5.A., B., C., and D.) which can be found at <https://adviserinfo.sec.gov/firm/summary/113926>.

**Conversation starters. 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 to fees and costs, and how much will be invested for me?*

**What are your legal obligations to me when providing recommendations 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. Below are examples to help you understand what this means.

- Recommending rollovers from retirement plan assets such as 401(k) accounts to an Individual Retirement Account (“IRA”) that is advised by our firm can increase the amount of advisory fees you will pay.
- Arrangements with custodians of your assets also present a conflict of interest due to services that are beneficial to us when we recommend you use them to maintain custody of your financial assets.

**Conversation starters. Ask your financial professional:**

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

**Additional information:**

For more detailed information about our fees and costs please review our Form ADV, Part 2A brochure (specifically Items 5.A., B., C., and D.) which can be found at <https://adviserinfo.sec.gov/firm/summary/113926>.

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

Our principals share in the net profits of the firm, and therefore have the opportunity to earn more when opening more accounts, increasing assets and investing in riskier investments to increase their overall performance, provided the firm’s revenue exceeds its expenses.

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

Yes. Our firm has disciplinary history addressed in our Form ADV, Part 2A (specifically Item 9). Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

**Conversation Starters. Ask your financial professional:**

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

**Additional Information**

You can find additional information about our services and request a copy of the relationship summary by visiting [www.princap.com](http://www.princap.com); emailing at [compliance@princap.com](mailto:compliance@princap.com) or calling us at 201-332-9800.

**Conversation starters. 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?*