



## Form CRS - Customer Relationship Summary

Bloom, Inc.

June 22, 2020

Bloom, Inc. (“bloom”) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. 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 [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

We offer investment advisory services to retail investors, including investment advice and management of Employer Sponsored Retirement Accounts (ESRAs) and Individual Retirement Arrangements (IRAs) at certain institutions. If you become a bloom client, we will monitor your investments on a daily basis as long as we have access to your account, although we may require your assistance to maintain access.

We manage accounts on a discretionary basis where we will decide which investments to buy or sell for your account. Bloom may be unable to provide discretionary management due our inability to access your account. In these cases, we offer non-discretionary investment services whereby we will provide advice, but you will ultimately decide whether to buy and sell the recommended investments. We do not sell proprietary investment products. We are limited to the funds available in your ESRA and we limit our IRA advice and management to select mutual funds and ETFs. We do not require a minimum balance to be a client.

**For additional information about the services we provide**, please see Form ADV Part 2A Item 4 of our Firm Brochure, which is available at [bloom.com/legal](https://bloom.com/legal).

### **Key questions to 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?

We charge a flat fee based on the [subscription](#) you choose, regardless of account balance, paid annually in advance. Subscription based fees create a conflict of interest because it gives us an incentive to encourage you to choose a more expensive subscription. Our fees are separate from any fees or expenses assessed by outside parties including custodian fees, account maintenance fees, fees related to mutual funds or other investment types, and other transactional and product level fees. We do not receive or share in any compensation related to these outside charges and fees.

You will pay fees and costs whether you make or lose money on your investments, and 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 about the fees we charge, Form ADV, Part 2A Item 5 of our Firm Brochure, which is available at [bloom.com/legal](http://bloom.com/legal).

***Key questions 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 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 affect the investment advice we provide you. Here are some examples to help you understand what this means.

Some firms earn incentives for using proprietary products in client accounts and some firms buy and sell investments from their own inventory to their clients. We do not engage in these activities. We do however from time to time establish relationships with unaffiliated Registered Investment Advisors where bloom would receive compensation for making referrals which is a conflict of interest.

***Key questions to ask your financial professional:***

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

For additional information about our current arrangements with unaffiliated parties, please see Form ADV Part 2A Item 10 of our Firm Brochure, which is available at [bloom.com/legal](http://bloom.com/legal).

**HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?**

Our financial professionals are compensated through salary and bonus, which is determined based on meeting company goals. They do not earn compensation based on the amount of client assets serviced, compensation-based complexity of client needs, or other compensation from outside parties in connection with product sales.

**DO YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?**

Yes. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our professionals.

***Key questions to ask your financial professional:***

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

**ADDITIONAL INFORMATION ABOUT OUR SERVICES**

Please visit [bloom.com](http://bloom.com) or contact us at 888-446-8416 if you would like additional information, a copy of this disclosure, or our Form ADV Part 2 Brochure.

***Key questions 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?*