

## **Client Relationship Summary**

### **Introduction**

Western New York Financial Group, 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 retail investors to understand the 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.

### **Relationships and Services**

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

We offer investment advisory services to retail investors.

We offer three types of financial planning services. First, our comprehensive financial planning service involves a review of your financial situation, goals and risk tolerance and creating a written financial plan. We also offer financial consulting services, where we focus on a single topic or certain specific topics as identified between us and you. Finally, we provide assistance with the settlement of estates.

We also provide discretionary portfolio management services that include creating a tailor-made financial plan and providing ongoing investment management services. Through a series of personal interviews and the use of questionnaires, we collect pertinent data and identify goals, objectives, financial problems, and potential solutions. With this information, we tailor your financial plan and our advice to your needs. Once you are satisfied with the financial plan, we will begin managing your account(s) on a discretionary basis and charging our management fee. Discretionary authorization will allow us to determine the specific securities, and the amount of securities, to be purchased or sold for your account without your approval prior to each transaction.

Finally, we offer referrals to unaffiliated Third-Party Investment Advisers. The Third-Party Investment Advisers will be responsible for portfolio management, best execution, portfolio reporting, trading, trade error resolution, and custodian reconciliations. We will maintain our relationship with you by monitoring the status of your accounts with the Third-Party Investment Advisers, making recommendations about the Third-Party Investment Advisers that could include recommending a change to a different Third-Party Investment Advisers, meeting the client at least annually and acting as your primary financial adviser.

We require a minimum account size of \$500,000 which may be waivable at our discretion. We do not offer proprietary products or limit our menu of products or types of investments.

#### ***Additional Information:***

You can find more detailed information about the services we offer in Items 4 and 7 of our Firm Brochure.

#### ***Conversation Starters:***

1. "Given my financial situation, should I choose an investment advisory service? Why or why not?"
2. "How will you choose investments to recommend to me?"
3. "What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?"

### **Fees, Costs, Conflicts, and Standard of Conduct**

#### ***What fees will I pay?***

Our comprehensive financial planning services is provided at a fixed fee that ranges from \$1,500 to \$5,000. Our consulting and estate settlement services are provided at an hourly rate of \$200. In all cases, one half of our fee for financial planning services is due upon signing the financial planning agreement, and the other half is due upon conclusion of the financial planning service.

Our fees for portfolio management and the recommendation of Third-Party Investment Advisers are based on a percentage of the assets under management in the client's account. Our annual management is 1.50%.

The fee is negotiable and varies based on the size and type of securities held in the account. Our fee is separate from any recommended Third-Party Investment Adviser's management fee. Additionally, our fee does not include brokerage commissions, transaction fees, or other related custodian costs and expenses. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. These charges, fees, and commissions are exclusive of and in addition to our fee and we will not receive any portion of these charges, fees, or commissions.

**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. You can find more detailed information about our fees and costs in Item 5 of our Firm Brochure.

**Conversation Starter:**

"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 must 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:

- a) Our owner, Mark Narby, is an independent life and health insurance agent. He may recommend these services to clients. This other activity pays him commissions that are separate from our fees and gives him a financial incentive to recommend and sell insurance products to our clients.

**Additional Information:**

You can find more detailed information about our conflicts of interest in Item 10 of our Firm Brochure.

**Conversation Starter:**

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

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

Our financial professionals are paid a portion of the financial planning and assets under management fees.

**Disciplinary History**

***Do you or your financial professionals have legal or disciplinary history?*** No

**Additional Information:**

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

**Conversation Starter:**

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

**Additional Information**

***You can find additional information about our investment advisory services and request a copy of our relationship summary using one of the following:***

Website: [www.wnyfg.com](http://www.wnyfg.com)

Telephone: (716)743-6262

Email: [maquino@wnyfg.com](mailto:maquino@wnyfg.com)

Address: 560 Delaware Avenue, Suite 102, Buffalo, NY 14202

**Conversation Starter:**

"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?"