



# Client Relationship Summary



June 30, 2020

## Introduction

Journey Advisory Group, LLC is registered with the Securities and Exchange Commission as an Investment Adviser. In one of our four offices, we conduct business under the name Torch Wealth Management. You can find additional information about Journey and Torch on the SEC web site at <https://adviserinfo.sec.gov/> using SEC# 801-79934.

Please know that brokerage and investment advisory services and fees differ and that it is important for you to understand the differences. Also, free and simple tools are available to research firms and financial professionals at [www.Investor.gov/CRS](http://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?

As an Investment Adviser, we offer portfolio management as well as financial planning services to retail clients.

**Portfolio Management Services** - We construct and supervise investment portfolios generally consisting of some or all of the following: Stocks, Bonds, Exchange-Traded Funds (ETFs), Mutual Funds, and cash positions. We attempt to address certain risks by diversifying most all portfolios both across and within various asset classes.

We routinely monitor the holdings and percentage allocations in your account(s) as part of our standard services. This form of management service is referred to as “continuous and regular”. Portfolios managed using certain automated technology are generally reviewed as a group and not for each individual client. Performance reports are routinely provided.

To aid in providing security and oversight when handling your assets, accounts are administered by an independent, third-party, qualified custodian. It is possible that some qualified custodians will not hold certain securities. Unless directed otherwise, we will help you establish your account(s) with Charles Schwab & Co., Inc. as the custodian. See Item 12 of our [Brochure](#) for a discussion of factors we considered when choosing Schwab as a primary custodian.

We provide our portfolio management services mostly on a discretionary basis. This means that you grant us authority to supervise and direct the trading of the securities in your account(s) without contacting you before trades are executed. Upon rare occasion, non-discretionary services are made available. When non-discretionary services are provided, you make the ultimate decisions regarding the purchase or sale of investments. With non-discretionary services, on some occasions, taking the time to reach you to discuss whether to execute a given trade could cause your transactions to be executed at prices that are less favorable than with our discretionary services.

We serve individuals, couples, various types of trusts, businesses, and charities, across retirement, non-retirement, and trust registration accounts. Minimum account balances typically apply but may be adjusted and, in some cases, waived.

**Financial Planning Services** - In response to the question, *What is Financial Planning?*, The Certified Financial Planner Board of Standards, Inc. (CFP Board) writes; *Ethical, competent financial planners bring together the different parts of a client's financial life to build a roadmap for the future.* Through the financial planning process, questions, information and analysis are considered as they impact your financial and life situation. If you choose to purchase this service, you will receive a written report which provides you a detailed financial plan designed to assist you in achieving your financial goals and objectives.

### Ask us the following:

- ◇ 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?

**Portfolio Management Services** – As is common in the investment advisory industry, our portfolio management fee is based solely on an annual percentage rate assessed quarterly on the market value of your account(s). Note that, since we do not sell products, none of our compensation is based on transactions. Our specific advisory fees, which vary across our four offices, are shown on our fee schedules which are available upon request. A general description of our portfolio management fees can be found in Section 5 of our [Brochure](#). Clients will also pay certain fees to the qualified custodian (e.g., trading (when applicable), account maintenance, etc.) as well as management and other fees to ETFs and mutual funds held in your account(s).

***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.***

**Financial Planning Services** – The fee for any financial planning services may be included in any portfolio management fee. Fees for standalone financial planning services are generally a fixed dollar amount based on the scope of work you choose and the complexity of your circumstances. We will tell you if we feel that paying a fee based on an hourly rate would be to your advantage. An up-front deposit may be required before work begins.

## 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.**

As a fiduciary, we take very seriously our affirmative duty of ongoing and undivided care, loyalty, utmost good faith, and full and fair disclosure of all material facts. Based on this standard, here are two conflicts we want you to understand; 1) With the majority of our revenue coming from percentage-based fees assessed on your account value(s), we have an incentive to encourage you to place more assets under our management, and we have an incentive to advise against any measures that result in assets no longer being subject to our management fee (e.g., redeeming funds or gifting to others who would not pay our fee). 2) Our Code of Ethics includes strict limits on accepting (or providing) any “Non-Cash Compensation” such as Gifts or Entertainment which are minimal and monitored. These limits are in place to help limit any undue influence on our associates and others.

## How do your financial professionals make money?

Our advisors are compensated primarily by salary. A portion of any bonus is based on new clients or new assets acquired, and/or on the revenue of the advisor’s respective office.

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

No. Regardless, you can visit [www.Investor.gov/CRS](http://www.Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals

You can find additional information about our services and request a copy of this relationship summary by viewing our web site at [www.journeyadvisory.group](http://www.journeyadvisory.group), via email at [info@journeyadvisory.group](mailto:info@journeyadvisory.group), or by calling 800-749-7143.

◇ 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?

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

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

◇ 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?