

FORM ADV PART 3: RELATIONSHIP SUMMARY

MURRAY FINANCIAL GROUP, LLC

Doing business as ISC Financial Advisors



JANUARY 2021

INTRODUCTION

ISC Financial Advisors (“ISC” or “we”) is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers, and investing.

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

Description of Services: We offer investment advisory services to retail investors. Our investment advisory services include: Asset Management Services and Financial Planning Services.

Asset Management Services: ISC provides asset management services which involves us managing and trading your designated account(s). ISC will discuss your investment goals and design a strategy to try and achieve your investment goals. ISC will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. For more information, please see **Item 4 of our Form ADV Part 2A**. When providing asset management services, you can choose whether you’d like us to provide services on a **discretionary** basis (we will have the authority to determine the type and amount of securities to be bought or sold in your account), or a **non-discretionary** basis (we will have to confirm any trades in your account with you before we place them). For more information, please see **Item 16 of our Form ADV Part 2A**.

Financial Planning Services: We also provide financial planning services. Financial planning services involve us creating a written financial plan for you which covers mutually agreed upon topics.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend any product that may be suitable for each client relative to that client’s specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities that are available on your custodian/broker-dealer’s platform. When providing you services, we do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: There are no minimum investment amounts or conditions required for establishing an account managed by ISC. The minimum fee generally charged for financial planning services provided on an hourly basis is \$500.

Conversation Starters: 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?

Description of Principal Fees & Costs: Fees charged for our asset management services are charged based on a percentage of assets under management, billed in arrears on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last business day of the current billing period. The annual fee for asset management services will be based upon a fee schedule that ranges between 0.25% and 0.90%. Because our fee is based upon your account's value, we have an incentive to recommend that you increase the level of assets in your account. For more information about the fees we will charge you, please see **Item 5 of our Form ADV Part 2A**. When engaging us for asset management services, you will also incur other fees and expenses. The broker-dealer/custodian on your account will charge you transaction fees for executing trades in your account. You may also be charged management fees by the funds we invest in within your account. For more details on the other fees and expenses you may incur, please see **Item 5 of our Form ADV Part 2A**.

Financial planning services are provided under an hourly fee arrangement. ISC charges an hourly fee of \$500 per hour for financial planning services under this arrangement. You will pay in advance a mutually agreed upon retainer available for ISC to bill hourly fees against our financial planning services. We will bill our financial planning fees to you on a monthly basis.

ISC may waive the fees for the financial planning services at our sole discretion. Any fees we charge for financial planning services will not cover the costs associated with implementing any recommendations we may make. For more information, please see **Item 5 of our Form ADV Part 2A**.

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.

Conversation Starters: 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, & WHAT CONFLICTS OF INTEREST DO YOU HAVE?

Standard of Conduct: 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 is an example to help you understand what this means: Some of our investment adviser representatives also serve as representatives of a brokerage firm and/or are insurance agents. Through their role as such, they may sell, for commissions, various investment or insurance products. We have a conflict of interest in recommending these products to you because of additional revenue potential. When we provide asset management services, we will ask that you establish an account with Charles Schwab to maintain custody of your assets and to effect trades for your account. Our recommendation to use Charles Schwab is not based solely on your interest in receiving the best execution possible. We also recommend Charles Schwab because they provide us with research, products, and tools that help us manage and further develop our business operations. As a result, we do not have to pay for such benefits, which save us money; however, these arrangements create a conflict of interest. See **Item 12 of our Form ADV Part 2A** for more information about our arrangements with Charles Schwab. We actively manage our own personal accounts while at the same time managing your accounts and other client accounts. This creates different conflicts of interest for which we have developed procedures to mitigate and control for those conflicts. For more information, see **Item 11 of Form ADV Part 2A**.

Additional Information: For more information about our conflicts of interests and the ways we are compensated please see **Item 5 and Item 0 of our Form ADV Part 2A.**

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

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Description of Salary/Payment of Investment Adviser Representatives: We compensate our investment adviser representatives based on an analysis of client assets they service, looking at the makeup and complexity of those assets along with the revenue the firm earns on those assets. This may create a conflict of interest as it gives your representative an incentive to recommend you invest more in your account with us due to the potential for increased payments, but could also decrease the complexity for the client in not having accounts with multiple advisors.

Two of our investment adviser representatives also serve as registered representatives of unaffiliated broker dealers and/or are independently licensed as insurance agents. When acting in this capacity they will receive commissions for selling investment or insurance products. Receiving commissions creates a conflict of interest when they recommend you purchase these products through them.

Additional Information: For more information about these conflicts of interest, please see **Item 10 of our Form ADV Part 2A.**

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

Neither us, nor our investment adviser representatives have a legal or disciplinary history to report. You can look up more information about our investment adviser and our representatives at <https://www.investor.gov/CRS>.

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

ADDITIONAL INFORMATION ABOUT ISC FINANCIAL ADVISORS

Additional information about ISC Financial Advisors is available on the Internet at www.iscfinancialadvisors.com. You can also find our disclosure brochures and other information about us at www.adviserinfo.sec.gov. You can view our firm's information on this website by searching for Murray Financial Group, LLC or our firm's CRD number 157626. If you would like a copy of our Form ADV Part 2A disclosure brochure and/or have any questions, we can be reached by phone at 507-373-8216.

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?