

Form ADV Part 3: Relationship Summary

Piershale Financial Group, Inc.

Introduction

Piershale Financial Group, Inc. 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 professional at <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?

Description of Services: We offer the following investment advisory services to retail investors.

Asset Management Services: We provide asset management services which involves us managing and trading your designated account(s). We will discuss your investment goals and design a strategy to try and achieve your investment goals. We will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. We offer asset management services wrap fee programs and non-wrap fee programs. 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**.

Investment Consulting Services: We provide Investment Consulting Services to accounts not otherwise managed or maintained by us through our Asset Management Service. Through this service, we provide specific investment recommendations on a quarterly or more frequent basis. Generally, we try to make our investment recommendations the same or similar to those available in our other asset management programs but there are some limitations which create differences in the two programs. For your accounts with limited investment options, you will need to provide the menu of investment options so that we can cater our recommendations to those available in your account. Through this service, we will not have any authority or responsibility to implement our recommendations. All final decisions to accept our advice and implement our advice are your responsibility. For more information please see **Item 4** of our **Form ADV Part 2A**.

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 which 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: We require a minimum of \$150,000 in order to open an Asset Management Services account. We require a minimum investment amount of \$10,000 for our Investment Consulting Services. To reach our minimums, you can aggregate your household accounts.

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 based on a percentage of assets under management, billed in advance on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last business day of the previous billing period. The annual fee for asset management services will be based upon a fee schedule which ranges between 0.50% and 2.25%. We manage accounts on both a wrap fee and non-wrap fee basis. For wrap fee accounts, the fee you pay us covers both our advisory services and the transaction fees imposed by the broker-dealer. Under a non-wrap fee arrangement, you will be charged transaction costs

separately. Since a wrap fee covers transaction expenses it tends to be higher than non-wrap fee programs. You will also incur fees and expenses by the sponsors of funds we invest in, within your account. For Investment Consulting Services, we charge an annual flat fee equal 0.50% of the total assets held in your account(s) for 401k and 403b accounts. We charge an annual flat fee equal to 1.00% for variable annuity accounts. The annual fee will be divided into four equal installments and billed quarterly in advance. Because our fees are based upon the value of your account, we have an incentive to recommend that you increase the level of assets in your account.

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 information about the fees we will charge you and expenses you may incur please see **Item 5** of our **Form ADV Part 2A**.

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 and 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. We actively manage our own personal accounts while at the same time managing your accounts and other client accounts. This creates a conflict of interest because we may want to spend more time and attention on our personal accounts than client accounts. However, we have developed procedures to mitigate and control for this conflict. For more information see **Item 11** of **Form ADV Part 2A**.

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

Additional Information: For more information about our conflicts of interests and the ways we are compensated please see **Item 5**, **Item 10**, and **Item 12** of our **Form ADV Part 2A**.

How do your financial professionals make money?

Description of Salary/Payment of IARs: We compensate our investment adviser representatives on a combination of salary and a bonus based on a percent of assets that they manage. This creates 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. Our investment adviser representatives also serve as licensed insurance agents. When acting in this capacity they will receive commissions for selling insurance products. This creates a conflict of interest when they recommend you purchase insurance products through them.

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 us and our investment adviser 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 Piershale Financial

Additional information about Piershale Financial and a copy of this relationship summary is available on the Internet at <https://www.piershalefinancial.com/>. You can also find our disclosure brochures and other information about us on the SEC's Investment Adviser Public Disclosure website at <https://adviserinfo.sec.gov/firm/summary/156862>. For up-to-date information and to request a copy of this relationship summary, we can be reached by phone at 815-455-6453.

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?*