

Ellenbecker Investment Group, Inc.
Client Relationship Summary (Form CRS)
June 19, 2020

Ellenbecker Investment Group, Inc. (“EIG”, “we”, “our” or “us”) 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 you 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 material about broker-dealers, investment advisers and investing.

What investment services and advice can you provide me?

We provide advisory services, including financial planning and investment management services. Financial planning services, which are offered on a stand-alone basis or in conjunction with our investment management services, are designed to analyze your financial needs and help you develop realistic goals and objectives based on the information you provide to us. Our financial plans typically cover such topics as investments, taxes, insurance, retirement and estate planning. We offer investment management services, which includes determining the allocation of asset categories within your account and determining (and monitoring) the securities held in your account and we may also recommend the use of third-party investment managers to manage all or a portion of your assets. We also offer education workshops and seminars which focus on investments and related topics.

We utilize mutual funds, exchange-traded funds (ETFs) and individual stocks and bonds in client accounts. We have discretionary authority over your account when providing portfolio management services, which means we do not need to get your permission before buying or selling a security in your account. Our Investment Committee regularly monitors the individual securities utilized in all client accounts. Your EIG financial professional monitors your account at the frequency agreed upon with you or, more frequently, as needed. Financial planning does not include ongoing monitoring unless you are also utilizing portfolio management services. We do not require a minimum account size for any advisory service, however there may be minimum account sizes and fees for your investments managed by a third-party manager we recommend.

MORE DETAILED INFORMATION ABOUT SERVICES WE OFFER CLIENTS CAN BE FOUND IN OUR FORM ADV PART 2A, ITEMS 4, 5 AND 7 AT: <https://www.ellenbecker.com/p/client-login>.

*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 typically charge financial planning clients a negotiable flat fee based on the complexity of the services provided for the preparation and reporting of the plan, not implementation of the recommendations. We charge investment management clients a fee at the start of each month based on the value of the cash and investments in the account at the end of the previous month. If part or all of your account includes stock investments managed by a third-party manager we recommend, you will be charged a separate fee based on the value of those investments in addition to the fee you pay to us. A fee structure based on the size of your account creates a conflict of interest. The more assets there are in your account, the more you will pay in fees, and we therefore have an incentive to encourage you to increase the assets in your account. Attendance at an education workshop may require you to pay a registration fee to us.

You will also incur costs, in addition to the fees you pay to us, related to our advisory services. Common examples of these costs include custodial fees, fees associated with the mutual funds and exchange-traded funds we recommend, transaction fees and fees paid to third parties assisting with investment management services.

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 investment over time. Please make sure you understand what fees and costs you are paying. MORE DETAILED INFORMATION ABOUT FEES AND COSTS CAN BE FOUND IN YOUR INVESTMENT MANAGEMENT AGREEMENT AND OUR FORM ADV PART 2A, ITEM 5 AT: <https://www.ellenbecker.com/p/client-login>.

*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 is an example to help you understand what this means. We receive, from your broker-dealer/custodian, standard technology and research-related products and other services at no or a reduced cost to assist us in managing client accounts. This creates a conflict of interest as we have incentive to recommend you maintain your assets at those custodians in order to receive these free or discounted services. MORE DETAILED INFORMATION ABOUT CONFLICTS OF INTEREST CAN BE FOUND IN OUR FORM ADV PART 2A AT <https://www.ellenbecker.com/p/client-login>.

*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 based on the fee revenue generated from the assets they manage in your accounts. This compensation structure creates a conflict of interest as the adviser has an incentive to encourage you to increase the assets in your account. Certain professionals have an ownership stake in the firm and share in profits. Some of our financial professionals are also licensed insurance agents and receive commissions on insurance product activity in your account. More information can be found in our Form ADV Part 2A Item 10 at: <https://www.ellenbecker.com/p/client-login>.

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

No. We encourage you to visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

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

Additional information about our investment advisory services can be found on our website at www.ellenbecker.com or by reviewing our Form ADV at adviserinfo.sec.gov/firm/summary/173851. For up-to-date information or to request a copy of this Form CRS, please call us at (262) 691-3200.

*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? **