

The Advisory Group

Part 3 of Form ADV: Form CRS Customer Relationship Summary

<p>Introduction</p>	<p>TAG Financial, Inc., dba The Advisory Group, (“TAG, we, our, us”) is registered with the Securities and Exchange Commission (“SEC”) as an investment adviser. While TAG is not a broker-dealer nor is it affiliated with a broker-dealer, some of our advisory representatives are registered with FSC Securities, Inc. (“FSC”), an SEC registered broker-dealer and investment adviser. Our advisory representative may offer you investment advisory services through TAG or brokerage and advisory services through FSC. The fees that we and FSC charge for these services are different. It is important that you understand the differences between fees charged by an investment adviser and those charged by a broker-dealer. Our advisory representative can earn additional transaction-based compensation and have additional conflicts of interest because they provide brokerage services through FSC. You are encouraged to learn more about FSC by reviewing FSC’s relationship summary and having a discussion with our advisory representative. You can also access free and simple tools to help you research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.</p>
<p>What investment services and advice can you provide me?</p>	<p>Description of Services: We offer investment advisory services to retail investors, including financial planning, third-party money manager selection, and exchange traded fund, stock, and mutual fund asset allocation.</p> <p>Investment Authority: Advisory services are offered on a discretionary or non-discretionary basis. Discretion means your advance approval is not required to determine the type and amount of securities to be bought and sold for your accounts. Non-discretionary means that we need advance approval from you prior to each transaction. We do not have the ability to select the broker-dealer through which transactions will be executed. Other than to withdraw advisory fees, which may only be done with your prior written authorization, we have no ability to withdraw funds from your account. This discretion is consistent with the stated objectives for your account(s) and your written authorization provided in your investment advisory agreement. <u>Please refer to our Form ADV Part 2A “Advisory Business” for additional information.</u></p> <p>Monitoring: As part of our standard services, all advisory accounts are reviewed at least annually. We work with you at that time to update financial status, goals, and objectives as necessary. While the underlying securities within internally managed accounts are continuously monitored, these accounts will be formally reviewed at least quarterly. More frequent reviews may be triggered by material changes in variables such as your individual circumstances, or the market, political or economic environment.</p> <p>Limited Investment Offerings: We conduct primary advisory services through platforms approved by FSC and, as a result, are limited to the investments available on those platforms. Investment recommendations for retirement plan participants are limited to those products offered by the retirement plan platform.</p> <p>Account Minimums: We require new advisory clients to meet one of the following conditions:</p> <ul style="list-style-type: none"> • a minimum of \$1,000,000 in investable assets, or • a minimum \$1,000,000 roll-over from a pension plan or IRA, or • income greater than \$10,000 per month. <p>We accept clients with smaller portfolios based upon certain factors, including the portfolios of your family members.</p> <p>Additional Information: Please refer to our Form ADV Part 2A “Types of Clients,” “Review of Accounts,” and “Investment Discretion.” This is available upon request at no charge.</p> <p>Conversation Starters: Ask your financial professional –</p> <ul style="list-style-type: none"> • 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?
<p>What fees will I pay?</p>	<p>Description of Principal Fees and Costs:</p> <ul style="list-style-type: none"> • <i>Investment Advisory Services:</i> We offer our advisory services on a fee-only basis. Our fee is calculated based upon the market value of the assets in your account on the last day of the previous quarter and is deducted by the custodian directly from your account in advance. If your advisory agreement is terminated prior to the end of a billing cycle, we will return any paid, but unearned, fees to you. • <i>Wrap Fees:</i> Most of our services are offered through wrap fee programs. Asset-based fees associated with the wrap fee programs will include most transaction costs and fees to a broker-dealer that has custody of these assets and, therefore, are higher than a typical asset-based advisory fee.

	<ul style="list-style-type: none"> • Financial Planning: Financial plans and reviews are prepared for a fixed fee. You may also elect to pay an hourly rate for financial planning advice without a plan. In some cases, a percentage of assets may be used as a fee basis. <p>Conflicts of Interest: The more assets there are in your account, the more you will pay in fees. This creates an incentive to encourage you to increase the assets in your account.</p> <p>Other Fees and Costs: In addition to our fees, you will be charged other fees by 3rd parties that are unrelated to our management services. These other fees include platform fees, custodial fees, brokerage commissions, transaction fees, charges imposed directly by a mutual fund or exchange-traded fund held in the account (which will be disclosed in the applicable fund's prospectus), mark-ups or mark-downs, wire transfer or electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions.</p> <p>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. Please review our Form ADV Part 2A, Section "Fees and Compensation." A copy of Form ADV Part 2A will be provided free of charge upon request.</p> <p>Conversation Starters: Ask your financial professional –</p> <ul style="list-style-type: none"> • 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?
<p>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?</p>	<p>Standard of Conduct: <i>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 those conflicts because they can affect the investment advice we provide to you. Here are some examples to help you understand what this means:</i></p> <ul style="list-style-type: none"> • TAG advisory representatives may recommend various asset management firms through their affiliation with FSC. If you establish an investment advisory relationship with one of these firms, our advisory representative will share in the advisory fees you pay to these asset management firms • TAG does not engage in soft dollar arrangements, but receives services from third parties, such as marketing, training, technology, or education, thereby creating an incentive to limit our offerings to parties providing these incentives. • Our advisory representatives are also licensed with various insurance companies. Commissions are earned if insurance products are purchased through these insurance companies. <p>Conversation Starter: Ask your financial professional –</p> <ul style="list-style-type: none"> • How might your conflicts of interest affect me, and how will you address them? <p>Additional Information: Please refer to our Form ADV Part 2A sections "Other Financial Industry Activities and Affiliations" and "Code of Ethics."</p>
<p>How do your financial professionals make money?</p>	<p>TAG advisory representatives receive salaried compensation, which is based on experience and qualifications. Our financial professionals receive no commissions related to the transactions executed on behalf of the client in TAG advisory accounts. Employees may receive bonuses based on Firm revenue. Our Torrance advisory representative is compensated based upon the assets under his management.</p>
<p>Do your financial professionals have legal or disciplinary history?</p>	<p>Yes. Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.</p> <p>Conversation Starter: Ask your financial professional –</p> <ul style="list-style-type: none"> • As a financial professional, do you have any disciplinary history? For what type of conduct?
<p>Additional Information</p>	<p>For additional information on our investment advisory services, visit our websites at www.TAGFinancial.com and www.TheAdvisoryGrp.com. You can find up-to-date information and this Relationship Summary on our website or you can request a copy by calling 909.869.7880 and 310.536.7111.</p> <p>Conversation Starter: Ask your financial professional –</p> <ul style="list-style-type: none"> • 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?