



## Client Relationship Summary – Form CRS

April 27, 2023

### **Is An Investment Advisory Account Right For You?**

There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you.

### **Item 1. Introduction**

Strategic Planning Group, LLC (“Strategic Planning Group”) is an investment adviser and provides advisory services for a fee rather than for brokerage commissions. As a retail investor, it is important to understand the differences between the services and fees of an investment adviser and a broker-dealer. [Investor.gov/CRS](https://www.investor.gov/CRS) offers free and simple tools to research firms and financial professionals. Additionally, it also provides educational materials about broker-dealers, investment advisers, and investing.

### **Item 2. Relationships and Services**

#### ***What investment services and advice can you provide me?***

We offer the following investment advisory services:

**Asset Management:** We will offer you advice on a regular basis. We will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account. We will monitor your account on a discretionary basis (we can buy and sell investments in your account without asking you in advance). We do not limit our advice to proprietary products or a limited menu of products and types of investments. This service will continue pursuant to the terms of the executed Advisory Agreement. We have a minimum of \$25,000 to open an account. Strategic Planning Group may waive this minimum at their discretion based on circumstances such as client relationships.

**Financial Planning:** Services will be provided to you based on your selection on the Advisory Agreement and may include, but are not limited to, a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans that have recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations. Services will be considered complete upon delivery of the plan.

#### ***Additional Information***

For more information about our services, please refer to Items 4, 7, and 13 of our [Form ADV Part 2 Disclosure Brochure](#).

#### **Conversation Starters – Ask your financial professional:**

- 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?

### **Item 3. Fees, Costs, Conflicts and Standard of Conduct**

#### ***What fees will I pay?***

We are paid for our services as follows:

**Asset Management:** The amount paid to our firm and your financial professional may vary based on the type of investments selected on your behalf. The asset-based fee reduces the value of your account and will be generally deducted from your account. Some investments (such as mutual funds and variable annuities) impose additional fees that will reduce the value of your investment over time. Also, with certain investments such as variable annuities, you may have to pay fees such as “surrender charges” to sell the investment. Fees are billed monthly in advance. Our fees vary and are negotiable. Generally, the more assets you have in the advisory account, the more you will pay in total fees. Therefore, we have an incentive to increase the assets in your account in order to increase our fees. You will also pay a transaction fee when we buy and sell an investment for you. You will also pay fees to a broker-dealer or bank that will hold your assets (called “custody”). You pay our advisory fee even if there were no transactions within the account.

**Financial Planning:** We charge an hourly fee of \$150/hour or a fixed fee of \$1,000 payable upon signing the Advisory Agreement. Strategic Planning Group fees will be negotiated in advance and will be set out in each client's advisory contract.

**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 regarding our fees and other costs, review Item 5 of our [Form ADV Part 2 Disclosure Brochure](#).

**Conversation Starter – Ask your financial professional:**

- 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 are some examples to help you understand what this means.

All investment advisers face conflicts of interest inherent to their business. Our primary source of compensation is asset-based fees. Therefore, we are incentivized to acquire new clients and to increase assets under management. Other conflicts of interest result from other business activities we engage in and relationships we have with business partners and third parties, or affiliations we have established with other financial institutions.

**Commissions:** Our firm and our associated persons may receive commissions from the sale of insurance products and services. This conflict is mitigated by our fiduciary duty and adherence to our code of ethics. When referring clients to purchase insurance, the client's best interest will be the main determining factor.

**Conversation Starter – Ask your financial professional:**

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

**Additional Information**

For more information about our conflicts of interest and how we address them, please read our [Form ADV Part 2 Disclosure Brochure](#).

***How do your financial professionals make money?***

Our financial services professionals receive salary-based compensation, a percentage of advisory billings and/or bonuses based on the amount of client assets they bring to our firm, hourly or fixed fees, insurance sales commissions, and with trips and attendance to conferences, including meals and entertainment, for meeting certain levels of business. Financial professionals who have an ownership interest in the firm may also receive additional compensation in the form of distributions.

This is a conflict of interest because our financial professionals have an incentive to encourage you to increase the assets in your accounts, recommend our advisory services to you, and recommend you purchase investments that result in additional compensation to them. For more information about our conflicts of interest, we recommend reading our [Form ADV Part 2 Disclosure Brochure](#).

**Item 4. Disciplinary History**

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

Yes. Although our firm does not have legal or disciplinary history, some of our financial professionals have disclosures on their individual regulatory filings. Please visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research Strategic Planning Group and our financial professionals.

**Conversation Starter – Ask your financial professional:**

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

**Item 5. Additional Information**

For additional information about our advisory services, please refer to our [Form ADV Part 2 Disclosure Brochure](#) available at <https://adviserinfo.sec.gov/firm/summary/113844>. If you have any questions, need up-to-date information, and/or need a copy of this Client Relationship Summary, please contact us at [RCraner@SPGUtah.com](mailto:RCraner@SPGUtah.com) or **801-627-2200**, or visit our website at [www.SPGUtah.com](http://www.SPGUtah.com).

**Conversation Starters – Ask your financial professional:**

- 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?