

GR Financial Group, LLC
Customer Relationship Summary June 2020

Introduction

GR Financial Group, LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser.

Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals 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?

Our firm provides continuous and regular supervisory or management services to the client on a nondiscretionary or discretionary basis. You can choose an account that allows us to buy and sell investments in your account without asking you in advance (“**discretionary account**”) or we give you advice for you to decide what investments to buy and sell (“**non-discretionary account**”).

We offer the following investment advisory services to our clients: Individual Portfolio Management, Financial Planning, Consulting Services, and Educational Seminars/Workshops. We provide continuous and regular supervisory or management services to our clients.

- Our investment recommendations are not limited to any specific product or service offered by a broker dealer, or insurance company.
- GR Financial Group, LLC does not have any minimum account size or investment amount requirements for retail investors to open or maintain an account.

Our Registered Representatives of the unaffiliated broker-dealer currently service existing variable annuity contracts, and limited commission-based products.

Before you become a client, we will meet with you to understand your current financial situation, existing resources, goals, risk tolerance and much more so you can determine which account is right for you.

For additional information, please see Items 4 and 7 of our Form ADV, 2A Brochure (Part 2A) available at: <https://adviserinfo.sec.gov/firm/summary/172370>

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?

Fees and costs affect the value of your account and investments over time. Our annual fees for Investment-Advisory Services are based upon a percentage of assets under management and generally range from 0.50% to 1.5%. With **asset-based fees**, more assets in the account will cause you to pay more in fees although your overall percentage might be lower. Therefore, we have an incentive to encourage you to increase the amount of money invested in those accounts.

As Investment Advisors, we could also charge a **fixed fee**, which is due and payable in advance. Fees are not based on the capital gains or appreciation of the account or investments and fees may vary by components.

As Registered Representatives of the unaffiliated broker-dealer, initial and/or ongoing **commissions** are received for purchasing/servicing variable annuities, and other limited products.

Clients are also responsible for any fees and expenses charged by mutual funds, custodians, broker-dealers, and/or ETFs (Exchange Traded Funds) to their shareholders. Accordingly, the client should review both the fees charged by the funds or custodians and our fees to fully understand the total amount of fees to be paid by the client.

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 all fees and costs you are paying. For more detailed information about our fees and costs please review our Form ADV, Part 2A Brochure, Item 5, available at: <https://adviserinfo.sec.gov/firm/summary/172370>

Conversation Starter

- *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 Professional? What Conflicts of Interest do You Have?

When we act as your investment advisor, we have a **fiduciary duty** to place the interest of our clients ahead of our own and the firms. We are held to a fiduciary standard that covers our entire investment advisory relationship with you **on an ongoing basis**. At the same time, the way we make money creates some conflicts with your interests. You should ask us about these conflicts because they can affect the investment advice we provide you.

When we act as your Registered Representative of the unaffiliated broker-dealer, we act in your **best interest** and do not place our interests ahead of yours **at the time of a recommendation** of investment.

Examples of these conflicts can be found in our Form ADV, Part 2A Brochure, Item 5, 10, 11, available at: <https://adviserinfo.sec.gov/firm/summary/172370>

Conversation Starter

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

How do Your Financial Professionals Make Money?

Our Investment Advisor Representatives are paid a monthly income from advisory fees collected. Management personnel of GR Financial Group, LLC are also separately licensed as registered representatives of Mutual Securities Inc., an unaffiliated broker-dealer. These individuals, in their separate capacity, can affect securities transactions for which they will receive separate, yet customary compensation. Management personnel and advisors of our firm, in their individual capacities, are agents for various insurance companies. As such, these individuals are able to receive separate, yet customary commission compensation resulting from implementing product transactions on behalf of advisory clients.

The implementation of any or all recommendations is solely at the discretion of the client. GR Financial Group, LLC will make every attempt to recommend the best products available for our clients, whether or not they are fee based or commissioned based.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

Our firm and our financial professionals have no disciplinary history. Visit <https://www.investor.gov/CRS> for a free and simple search tool to research our firm and our financial professionals or our ADV, Part 2A Brochure, Item 9, available at: <https://adviserinfo.sec.gov/firm/summary/172370>

Conversation Starter

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

Additional Information

You can find additional information about our services and request a copy of this Client Relationship Summary by visiting <https://gr-financialgroup.com/>, <https://www.investor.gov/CRS>, or calling us at 520-577-4711.

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?*