

GR Financial Group, LLC
Customer Relationship Summary October 31, 2024

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?

We offer investment advisory services to our retail clients, which include Individual Portfolio Management, and complimentary Financial Planning services and Educational Seminars. For new clients, we gather information about your goals and investment objectives, time horizons, risk tolerance, and liquidity needs. We provide a complimentary general financial plan based on such information and designed to provide a summary of your financial needs and an analysis of financial and investment steps you may wish to consider. Any financial planning recommendations we make are provided on a non-discretionary basis, which means you make the ultimate decision on whether to implement any such recommendations. For our portfolio management services, we provide continuous investment advice on a discretionary basis. This means we have authority to determine the type of securities bought and sold, the dollar amounts of the securities to be bought and sold and whether a client's transaction should be combined with those of other clients and traded as a "block" without consulting you first. We maintain this discretion until it is revoked by you (e.g., by termination of our investment advisory agreement).

Our investment recommendations and portfolios are largely built around various open-end mutual funds and Exchange Traded Funds (ETFs), but we also provide advice on exchange-listed securities, securities traded over-the-counter, foreign issuers, warrants, corporate debt securities (other than commercial paper), commercial paper, certificates of deposit and municipal securities. One of our financial professionals is a registered representative of Mutual Securities Inc., an unaffiliated broker-dealer, and services existing variable life and variable annuity contracts and limited commission-based products for our clients. GR Financial Group generally requires a minimum initial investment of \$250,000 to open an account but we do reserve the right to accept or decline a potential client for any reason in our sole discretion. Our Alpha Advantage strategy carries a minimum initial investment of \$50,000. As part of our services, we monitor the investments in your managed accounts on a continuous basis. From time to time, we also hold educational seminars that are offered to our clients on a complimentary basis. **For additional information, please see Items 4, 7, 8, 12, 13, & 16 of our Form ADV, 2A Brochure (Part 2A) available at: <https://adviserinfo.sec.gov/firm/summary/172370> or by calling us at 520-577-4711.**

Questions to ask us:

- *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 charge two types of fees for portfolio management services, asset-based fees and performance-based fees. **Asset-Based Fee:** Our annual asset-based fees are tiered based upon the amount of your assets under management with us, including cash, cash equivalents, and accrued interest and dividends (AUM), and range from 0.50% to 1.5%. We bill our annual asset-based fees monthly in advance. When calculating our asset-based fees, we will aggregate the assets in your managed account(s) with those belonging to certain familial relations. This is referred to as "householding" and you are responsible for letting us know of any household accounts. Asset-based fees for a new client will be prorated based on the number of days in the first month. With asset-based fees, more assets in the account will cause you to pay more in fees although your overall percentage might be lower. This creates a conflict of interest since we have an incentive to encourage you to increase the amount of money invested in those accounts. **Performance-Based Fee:** Our performance fee is only charged to client assets invested in our Alpha Advantage investment strategy, which is only available to clients that meet regulatory qualifications and suitability requirements are met. The performance fee is 20% of the participating account's profits calculated at the end of each calendar year. The fee is based on daily time-weighted rate of return and a high-water mark. Please see Item 5 of Form ADV Part 2A for examples of how the fee is calculated. Performance fee arrangements create a conflict of interest as it gives GR Financial an incentive to recommend and/or make riskier (more speculative) investments, trade more frequently, and allocate more favorable investments to performance fee accounts vs. asset-based fee accounts.

We also charge an annual technology fee of \$35.00 for each managed account, which is deducted annually. All our fees are deducted from your account(s) by your custodian and paid directly to us and are disclosed on the account statements provided by your custodian. The fees we charge you and the authority for such deductions are in the investment advisory agreement you enter into with us. Our asset-based fee is negotiable at our sole discretion. Our performance-based fee is non-negotiable. We also have the discretion to waive any of our advisory fees for certain clients, such as our friends and family members. Managed accounts are also subject to certain third-party fees that are in addition to the fees paid to us. These fees can include but not be limited to, custodian fees, transaction charges/commissions, mutual fund expenses (including 12b-1 fees when applicable), ETF expenses, distribution fees, deferred sales charges, redemption fees, IRA fees, margin interest, and wire transfer and electronic fund fees.

Therefore, you should carefully review all third-party fees, together with the fees charged by us to fully understand the total amount of fees that can be charged to your managed account(s) and evaluate the cost of the advisory services we provide.

Fees and associated costs affect the value of your account and investments over time. 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. Notably, similar advisory services may be available from other investment advisers for similar or lower fees. For more detailed information about our fees and costs, please review our Form ADV, Part 2A Brochure, Items 5, 6, 10 and 14 available at: <https://adviserinfo.sec.gov/firm/summary/172370> or by calling us at 520-577-4711.

Questions to ask us:

- *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 have to act in your best interest and not put our interests ahead of yours. 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. Here is an example to help you understand what this means: GR Financial recommends Fidelity to serve as custodian to our clients. Under this arrangement, we received certain products and services from Fidelity at no cost that benefit us but do not directly benefit our clients. Certain of these products and services assist us in managing and administering our clients' accounts and others help us develop our business. The receipt of such creates a conflict of interest as it gives us an incentive to have our clients maintain their account assets at Fidelity. **More details about our conflicts of interests, including how we address the conflicts can be found in our Form ADV, Part 2A Brochure, Item 4, 5, 8, 10, 11, 12 and 14 available at: <https://adviserinfo.sec.gov/firm/summary/172370> or by calling us at 520-577-4711.**

Question to ask us:

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

How Do Your Financial Professionals Make Money?

Our Investment Adviser Representatives (financial professionals) are paid monthly income from advisory fees we collect from clients. In addition, one of our financial professionals is a registered representative of an unaffiliated registered broker-dealer, Mutual Securities, Inc. and recommends certain investment products (e.g., variable annuities) to clients based on their needs, and will receive additional compensation when a client invests in the product. Also, that financial professional and others are licensed independent insurance agents and recommend insurance products to clients based on their needs and will receive additional compensation when a client purchases the insurance. This creates a conflict of interest since they have an incentive to recommend such products to you. Importantly, you are free to reject any recommendations from us and/or implement such recommendations with any broker-dealer, insurance agent, or investment adviser of your choosing. **Additional information about compensation arrangements for our professionals is found in their respective Forms ADV Part 2B, copies of which can be obtained by calling us at 520-577-4711.**

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

No. 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.

Questions to ask us:

- *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://adviserinfo.sec.gov/firm/summary/172370> or calling us at 520-577-4711.

Questions to ask us:

- *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?*

EXHIBIT A

**FORM CRS – CLIENT RELATIONSHIP SUMMARY
GR FINANCIAL GROUP, LLC
October 31, 2024**

SUMMARY OF MATERIAL CHANGES

What Investment Services and Advice Can You Provide Me?

Updated to reflect that our minimum investment in our Alpha Advantage strategy is \$50,000.

What Fees Will I Pay?

Updated to include disclosures regarding our new performance fee program for the Alpha Advantage strategy.

We urge you to read this document in its entirety and call us at 520-577-4711, should you have any questions.