

**Sather Financial Group, Inc.**  
**Form CRS Customer Relationship Summary**

## Introduction

Sather Financial Group, Inc. ("SFG") 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 [www.investor.gov/CRS](http://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?

**Portfolio Management Services:** Portfolio Management Services include the provision of ongoing advice to a client or investing the client's account based on his/her particular circumstances. We offer Portfolio Management Services on a discretionary basis. When engaged on a discretionary basis, we will buy and sell investments in your account as appropriate without requiring you are pre-approval on an ongoing basis. When you engage us to provide portfolio management services, we monitor, on a continuous basis, the investments in your accounts over which we have discretionary authority. This is part of our standard services.

**Retirement Plan Consulting Services:** SFG offers Retirement Plan Consulting Services, which are typically offered to pension, profit sharing and 401(k) plans; however, we will also offer these services to individuals, trusts, estates and charitable organizations

**Financial Planning/Consulting Services:** SFG provides Financial Planning services, which consist of a broad evaluation of your current and future financial state, using currently known variables to predict future cash flows, asset values and withdrawal plans. Clients receive this service on an as requested basis at no additional cost as part of our portfolio management services. On an as requested basis, a detailed financial plan designed to assist you in achieving your financial goals and objectives is done in a formal fashion. This may be very focused on one topic or it may cover multiple planning issues. Otherwise, an evergreen discussion is used in providing Financial Planning/Consulting Services.

We build portfolios using multiple asset classes and do not limit their scope to proprietary products or a limited group or type of investment. We require a minimum relationship size of \$1 million which is negotiable.

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/109344>.

**Conversation Starter.** We encourage you to 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?

## What fees will I pay?

**Portfolio Management Services:** SFG's charges clients an annual fee for Portfolio Management services. These fees are charged as a percentage of assets under management ranging from 0.40% - 1.00% on a tiered fee schedule. Our clients are billed monthly, in arrears. The minimum relationship size is \$1 million; however, fees may be negotiable. **Retirement Plan Consulting Services:** SFG charges the same fees listed above in the Portfolio Management Services section for our Retirement Plan Consulting services. However, other third parties will provide administrative services, accounting services, or legal services for a separate fee. These third parties are non-affiliated with Sather Financial group. **Financial Planning/Consulting Services:** Rarely, SFG offers financial planning services on an hourly basis at \$350 per hour for people who do not have an asset management relationship with SFG. Otherwise, we will charge the fee schedule stated above in our Portfolio Management Services section and the **Financial Planning/Consulting Services** are included on an as requested basis.

**Other Fees and Costs:** You will pay other fees besides our fee. Some investments (e.g., mutual funds) impose additional fees that reduce the value of your investment over time. You may pay fees to a custodian that will hold your assets. Additionally, you may pay transaction fees when we buy and sell an investment for your account.

**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 additional information, please see Item 5 of our Form ADV, 2A Brochure (Part 2A) available at: <https://adviserinfo.sec.gov/firm/summary/109344>.

**Conversation Starter.** We encourage you to 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 providing recommendations 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 as a fiduciary 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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

- As mentioned above, the more assets the client has in his/her account, the more we receive in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account.
- In addition, as mentioned, our minimum relationship size is negotiable under certain circumstances and at our discretion. Should we agree to waive this minimum relationship size, we would receive less compensation for services provided. We, therefore, have a disincentive to waive this minimum.

**Conversation Starter.** We encourage you to ask your financial professional:

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

For additional information, please see Item 5 of our Form ADV, 2A Brochure (Part 2A) available at:

<https://adviserinfo.sec.gov/firm/summary/109344>.

## How do your financial professionals make money?

Sather Financial Group income is derived solely from Portfolio Management Services. As professionals, we are paid salaries. We receive profit sharing bonuses based on total firm profitability. No compensation is tied to a specific investment fund, commission, or relationship. The size of the bonus pool is a discretionary amount that is shared by all professionals. The share split of the pool is based on length of employment and the input of all participants peer evaluations quarterly. No compensation is derived from the sale of products.

**Conversation Starter.** We encourage you to ask your financial professional:

- *How might this negatively affect me and how will you address any concerns?*

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

Neither our firm nor our financial professionals have any legal or disciplinary history. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation Starter.** We encourage you to ask your financial professional:

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

## Additional Information

If you would like additional, up-to-date information or a copy of this relationship summary or our Form ADV, Part 2A Brochure, please call 361-570-1800.

Every professional works on every relationship together, as such, there is not one person assigned to an account. Hopefully, this provides better continuity to the relationship. If there is a problem with the relationship contact Dave Sather. If there is a problem with the relationship contact Warren Udd. If there is a problem with either Dave Sather or Warren Udd, a client can contact any other member of the firm.

**Conversation Starter.** We encourage you to 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?*

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Summary of Material Changes

The firm has made the material changes described below to its Form CRS since the prior version dated June 29, 2020.

The following text was added:

- When you engage us to provide portfolio management services, we monitor, on a continuous basis, the investments in your accounts over which we have discretionary authority. This is part of our standard services.
- We build portfolios using multiple asset classes and do not limit their scope to proprietary products or a limited group or type of investment.
- We require a minimum relationship size of \$1 million which is negotiable.
- Other Fees and Costs: You will pay other fees besides our fee. Some investments (e.g., mutual funds) impose additional fees that reduce the value of your investment over time. You may pay fees to a custodian that will hold your assets. Additionally, you may pay transaction fees when we buy and sell an investment for your account.

The following text was deleted from description of Retirement Plan Consulting Services:

We provide these services based upon the following factors:

1. What is the time frame for different blocks of your money?
2. What are your anticipated deposits and/or withdrawals?
3. What is your tolerance for volatility?
4. What is the valuation and associated attractiveness for different investments?

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