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# **Client Relationship Summary**

**Greenleaf Financial Group** 

2023

## **Introduction:** Is an Investment Advisory Account Right for You?

There are different ways you can work with financial professionals. This document summarizes our services and fees, but please note that investment advisory services and fees differ from brokerage services and it is important for you to understand the differences. We are always happy to answer your questions about our services and fees.

Greenleaf Financial Group is a Registered Investment Adviser (RIA) currently registered with the Securities and Exchange Commission (SEC). We provide investment management and financial-planning advice for a quarterly fee.

We strive for transparency and include additional details about our services and fees on the FAQ's portion of our website at <a href="https://www.greenleaf-fg.com/faqs">https://www.greenleaf-fg.com/faqs</a>.

### Relationships and Services: What Investment Services and Advice Do We Provide?

Greenleaf Financial Group provides ongoing, customized investment management and financial-planning services. Our planning services depend upon your needs but may include a retirement security analysis and advice for current workplace-plan accounts. We encourage you to consult with us regularly on a range of financial questions and there is no extra charge for any financial advice that you receive.

When you engage us for investment management, your current financial situation, needs, goals, objectives and willingness and ability to withstand risk are first evaluated. We provide a comprehensive investment proposal that outlines your goals and the investments we will initially use to help you achieve those goals.

Greenleaf Financial Group continuously monitors client accounts. We provide you with a detailed quarterly performance report and encourage you to meet with us each year at a minimum.

Greenleaf Financial Group provides discretionary investment management, which grants us the authority to make security trades without prior approval. For a select few clients, Greenleaf Financial Group has previously agreed to provide non-discretionary investment services.

As we discuss our services with you, we encourage you to ask questions, such as:

- -- Given my financial situation, should I choose an investment advisory service?
- -- How will you choose investments to recommend to me?
- -- What is your relevant experience, including your licenses, education, and other qualifications?

# Fees, Costs, Conflicts, and Standards of Conduct: What Fees Will I Pay?

Your advisory accounts are charged an ongoing asset-based fee at the end of each quarter as follows:

- The first \$500,000 is billed at 0.90% annually (0.225% quarterly).
- » Amounts above \$500,000 are billed at 0.50% annually (0.125% quarterly).

As your assets increase, your fees decline, such that clients with aggregate account assets that surpass \$1 million will receive fee reductions after two years of management by Greenleaf Financial Group.

Fees are debited from clients' accounts quarterly in arrears based on the value of your account(s) at the end of the quarter. Greenleaf Financial Group has a \$500,000 account minimum for new clients.

#### Other Fees and Costs

Clients pay expenses for investing in mutual funds and exchange-traded funds. You may also incur transaction costs for the purchase or sale of securities. We strive to disclose all costs so that you understand and approve before engaging us for advisory services. We do not receive any portion of these other fees. **The firm's only manner of compensation is fees paid directly by clients.** 

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 investment over time. Please make sure you understand all fees and costs you are paying.

As we discuss our fees with you, we encourage you to ask questions, such as:

-- Help me understand how these fees and costs might affect my investments. If I give you \$1 million to invest, how much will go to fees and costs, and how much will be invested for me?

## Conflicts and Standards of Conduct

When we are your investment adviser, we have to 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. In general, the more assets that we manage for you, the more we earn. Although we counteract this conflict with reduced fees for larger asset levels, this is an inherent conflict for RIAs with asset-based fees.

Greenleaf prohibits its advisors from activities that may conflict with the best interests of its clients, including affiliations with other financial firms or consulting engagements. We will disclose any relationships or activities that may compromise our independence or advisory services.

As we discuss our services with you, we encourage you to ask questions, such as:

- -- What are your legal obligations to me when acting as my investment adviser?
- -- How might your conflicts of interest affect me, and how will you address them?

# <u>Disciplinary History:</u> Do You or Your Financial Professionals Have Legal or Disciplinary History?

No, Greenleaf Financial Group and its professionals have not been involved in any legal or disciplinary actions involving investments or advisory practices. We have not been involved in any legal or disciplinary action with the SEC, any federal regulatory agency, or any state regulatory agency.

#### **Additional Information**

Your investment-management agreement provides details about our services and fees, as does our advisory disclosure document (ADV), which we deliver to you annually. You may request our ADV and this relationship summary *at any time* by emailing <a href="mailto:info@greenleaf-fg.com">info@greenleaf-fg.com</a> or calling 317-993-3384 or 323-395-8801.

Should you wish to check on us or any other firm, you will find free and simple tools for researching firms and financial professionals at <a href="Investor.gov/CRS">Investor.gov/CRS</a>. This website also provides educational materials about investment advisers, broker-dealers, and investing.

As we discuss our services with you, we encourage you to ask questions, such as:

- -- 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?