

# THE HOERNER PLANNING GROUP, LLC

## Client Relationship Summary

March 25, 2025

<b>Item 1. Introduction</b>	<p>The Hoerner Planning 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 <a href="http://Investor.gov/CRS">Investor.gov/CRS</a>, which also provides educational materials about broker-dealers, investment advisers, and investing.</p>
<b>Item 2. Relationship and Services</b>  <b>What investment services and advice can you provide me?</b>	<p>We offer both investment management and financial planning services. Our financial planning services include: estate planning, business succession planning, concentrated stock planning and retirement planning. We provide discretionary investment management services to you, where we decide to buy investments for your portfolio; and non-discretionary investment management services, where you authorize the investments for your portfolio. Your portfolio is customized and tailored to your personal planning goals. We monitor your portfolio regularly to ensure that it is consistent with your objectives. We give advice on a wide variety of securities, primarily including separate accounts, private partnerships, and mutual funds. Our clients are comprised of high-net-worth individuals, their families and their related entities, including trusts, estates, charitable organizations, corporations, pension and profit-sharing plans and other business entities. While we do not have client portfolio minimums, the majority of our client family relationships include a “qualified purchaser”, meaning a client has not less than \$5 million in investments.</p> <p><b>Conversation Starters.</b> Ask your financial professional—</p> <ul style="list-style-type: none"><li>• <i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i></li><li>• <i>How will you choose investments to recommend to me?</i></li><li>• <i>What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?</i></li></ul>
<b>Item 3. Fees, Costs, Conflicts, and Standard of Care</b>  <b>What fees will I pay?</b>	<p>We charge an advisory fee based on a percentage of the assets we oversee on your behalf. This fee is payable quarterly and charged directly to your portfolio. Your assets are custodied with independent custodians who have their own fee schedules, which we provide to you. Our fees for investment management services are typically 0.70% for relationships of less than \$2 million and are negotiable on relationships of more than \$2 million. Fees for financial planning services range from \$5,000 to \$150,000 depending on the duration and complexity of the services.</p> <p>The more assets we manage on your behalf, the more you will pay in fees. As such, we have an incentive to encourage you to increase the assets in your portfolio. In addition to our fees, you also pay brokerage fees on certain transactions. Again, we provide you with disclosures from the broker about their fees. Finally, mutual funds, separate account management and private partnerships charge management and administrative fees, which are taken directly out of the assets being managed. 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.</p> <p><b>Conversation Starter.</b> Ask your financial professional—</p> <ul style="list-style-type: none"><li>• <i>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?</i></li></ul>

<p><b><i>What are your legal obligations to me when acting as my investment adviser?</i></b></p> <p><b><i>How else does your firm make money and what conflicts of interest do you have?</i></b></p>	<p>When we act as your investment adviser we are legally required 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. You should understand and ask us about these conflicts and their impact on the advice and recommendations that we provide to you. Here is an example to help you understand what this means: We have a conflict of interest because we have a financial incentive to increase the amount of your assets we manage, as our fees are based on a percentage of those assets.</p> <p><b>Conversation Starter.</b> Ask your financial professional—</p> <ul style="list-style-type: none"> <li>• <i>How might your conflicts of interest affect me, and how will you address them?</i></li> </ul>
<p><b><i>How do your financial professionals make money?</i></b></p>	<p>Our financial professionals receive a salary. They do not earn non-cash compensation. Salaries are based on factors such as the amount of client assets they oversee, the time required to meet a client’s needs, and their contributions to the firm’s culture. Because salaries are based in part on our firm’s revenue, your financial professional has an incentive to encourage you to increase the assets in your account, which will, in turn, increase fees.</p>
<p><b><i>Item 4. Disciplinary History</i></b></p> <p><b><i>Do your financial professionals have legal or disciplinary history?</i></b></p>	<p>No. Our financial professionals do not have any legal or disciplinary history.</p> <p>Visit <a href="http://Investor.gov/CRS">Investor.gov/CRS</a> for a free and simple search tool to research us and our financial professionals.</p> <p><b>Conversation Starter.</b> Ask your financial professional—</p> <ul style="list-style-type: none"> <li>• <i>As a financial professional, do you have any disciplinary history? For what type of conduct?</i></li> </ul>
<p><b><i>Item 5. Additional Information</i></b></p>	<p><b>For additional information about our services</b>, please visit the SEC’s website at <a href="http://adviserinfo.sec.gov">adviserinfo.sec.gov</a> and enter our firm name to access and review our Brochure. Our firm does not maintain a website. If you would like additional, up-to-date information or a copy of this Relationship Summary, please call 540.687.5090.</p> <p><b>Conversation Starter.</b> Ask your financial professional—</p> <ul style="list-style-type: none"> <li>• <i>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?</i></li> </ul>