

Item 1. Introduction

AG Financial, LLC ("AGF" "we" or "us") is an SEC registered investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2. Relationships and Services**What investment services and advice can you provide me?**

We provide investment supervisory and consulting services to Clients. Our investment advisory services include development of Client specific strategic asset allocation plans, security, and investment product (or manager) due diligence and recommendation, investment implementation, monitoring and portfolio rebalancing activities, ongoing supervision of investments and regular Client investment and performance reporting. Clients may impose restrictions on investing in certain securities or types of securities. We consider such restrictions when preparing the Investment Policy Statement. We will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account. We will contact you (by phone or e-mail) at least annually to discuss your portfolio.

The majority of our clients choose a "discretionary" relationship that allows us to buy and sell investments in your account without asking you in advance. In some limited circumstances, Clients grant us "non-discretionary" authority to execute investment recommendations. Non-discretionary authority requires us to obtain your approval for specific transactions prior to executing investment recommendations.

Conversation Starters: We encourage you to ask our financial professionals these key questions about our investment services and accounts.

- (i) *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- (ii) *How will you choose investments to recommend to me?*
- (iii) *What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?*

3. Fees, Costs, Conflicts, and Standard of Conduct**What fees will I pay?**

We provide investment advisory services for a fee based on a percentage of assets under management. Our fee is based upon a tiered schedule from 1.25% to 1.75%, with assets over \$2.5 million being negotiable. The fee is calculated quarterly, in advance, and will be equal to the respective percentage per annum based on the market value of your account(s) on the last trading day of the previous quarter. We may occasionally provide investment consulting on a limited engagement (project) basis. Projects will be based on a fixed-fee rate. Fees will be determined based on the complexity and scope of the analysis or services requested.

The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee quarterly regardless of whether we buy or sell securities within that quarter. Our fees are exclusive of transaction fees, custodial fees, and direct investment manager fees for all Client investments, including for example brokerage commissions, custodial fees, management fees or costs of mutual funds, exchange traded funds, managed accounts, investment partnerships or similar.

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.

Conversation Starter: We encourage you to ask us any questions you may have regarding our fees or how cost from third parties such as custodians or mutual funds affect your account. For example, start a conversation by asking, "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 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 investment advice we provide you. Here are some examples to help you understand what this means:

Example 1: Your account value goes up, and while the management fee percentage may stay the same, the total compensation you pay us goes up proportionately. Example 2: Your account value goes down, but you still must pay a management fee proportional to your assets under management.

Certain Investment Advisor Representatives ("IARs") of AGF are also Registered Representatives with United Planners Financial Services of America ("United Planners") an unaffiliated independent broker-dealer. Certain IARs of AGF are also licensed to sell insurance. Our dually licensed professionals receive income from advisory fees we charge to our clients and also receive commissions from third parties for insurance product sales and/or securities products. The receipt of commissions presents a conflict of interest. As fiduciaries, we must act primarily for the benefit of investment advisory clients. As such, IARs will only transact insurance or securities related business with clients when fully disclosed, suitable, and appropriate.

Conversation Starter: If you have any questions regarding conflicts of interests, please feel free to ask us. You can begin a conversation by asking, *"How might your conflicts of interest affect me, and how will you address them?"*

How do your financial professionals make money?

AGF is "fee-based" meaning that our dually licensed financial professionals receive income from advisory fees we charge to our clients and also receive commissions from third parties for insurance product sales and/or securities products sold. Such commissions are paid to us by the insurance carriers, not by the client. We receive no additional incentives from insurance carriers by recommending one company over the other.

More detailed information, including fee schedules, conflicts of interest, and other disclosures are available in our ADV Part 2A Firm Brochure, which can be found at: <https://adviserinfo.sec.gov/firm/summary/140226>.

4. Disciplinary History

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

Yes. We encourage you to visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research any of our financial professionals.

Conversation Starter: In addition, feel free to ask, *"As a financial professional, do you have any disciplinary history? For what type of conduct?"*

5. Additional Information

You can find additional information regarding AG Financial, LLC and receive a copy of this relationship summary by going on our website at www.myagfinancial.com or by contacting us at (801) 990-3470. We are always available to answer any of your questions.

Conversation Starters: If you do have any concerns, please let us know by asking the following questions: *"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?"*