

Larson Financial Group, LLC
August 13, 2020
Customer Relationship Summary ("FORM CRS")

Larson Financial Group, LLC is a registered investment adviser and as such, provides advisory services rather than brokerage services. Brokerage services and fees differ from advisory services and fees, so it is important for you to understand the fees and services specific to a registered investment adviser.

Please be advised that Larson Financial Group LLC, is affiliated with the broker dealer, Larson Financial Securities, LLC, the registered investment adviser, Larson Wealth Partners, LLC, d/b/a Counsel Wealth Management, and the registered investment adviser, Larson Capital Management, LLC.

Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

As an investment adviser, we offer **investment advisory services** where we provide Financial Planning Services; Portfolio Management Services; Pension Consulting Services and Selection of Other Advisers.

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments on a periodic basis or as specified in your Investment Policy Statement. Our monitoring of your investment accounts is limited by data integration availability.

Investment Authority:

We manage investment accounts on a *discretionary* basis whereby **we will decide** which investments to buy or sell for your account. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing. We also offer *non-discretionary* investment management services whereby we will provide advice, but *you will ultimately decide* which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Investment Offerings:

We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

Account Minimums and Requirements:

We do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively.

For advisory services, please refer to Larson Financial Group, LLC's Form ADV Part 2A Brochure at <https://adviserinfo.sec.gov/firm/brochure/140599>

Key Questions to Ask Your Financial Professional:

- **Given my financial situation, should I choose an 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?

The principal fees and costs associated with engaging Larson Financial Group, LLC for advisory services include:

- **Asset Based Fees** - Payable quarterly in advance. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets;
- **Fixed Fees** - Payable as invoiced.

In addition to our principal fees and costs, there are other common fees and costs that maybe applicable to our clients that include:

- Custodian fees;
- Account maintenance fees;
- Transaction charges when purchasing or selling securities; and
- Product-level fees associated with your investments.

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 detailed information about fees and charges, refer to Larson Financial Group, LLC's Form ADV Part 2A Brochure at <https://adviserinfo.sec.gov/firm/brochure/140599>.

Key Questions 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 when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?**

When we provide you with a recommendation 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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

- **Proprietary Products:** Larson Capital Management, an affiliated company, serves as the general partner over one or more private funds (private pooled investment vehicles) in which you may be solicited to invest. Larson Financial Group LLC, and Larson Wealth Partners, LLC, d/b/a "Counsel Wealth Management (an affiliated registered investment adviser)," certain members of their management and other knowledgeable employees may acquire, directly or indirectly, investment interests in these funds or have other financial interests (e.g. General Partner, Officers, Board Members, etc.) in the funds. In addition, performance fees from these funds may be shared with Larson Financial Securities, LLC, our affiliated broker dealer, and their registered representatives. This presents a conflict of interest because we have investments and/or are compensated by the private funds of our affiliated company.
- **Third-Party Payments:** Financial professionals providing investment advice on behalf of Larson Financial Group LLC are registered representatives with our affiliated broker-dealer, Larson Financial Securities, LLC. These representatives receive compensation in connection with the purchase and sale of securities or other investment products. This compensation is separate and in addition to advisory fees. This practice presents a conflict of interest because they have an incentive to recommend investment products based on the compensation received.
- **Other Third-Party Payments:** Financial professionals providing brokerage services on behalf of Larson Financial Securities LLC and/or investment advice on behalf of Larson Financial Group, or Counsel Wealth Management (affiliated registered investment adviser), are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products. Insurance commissions are separate and in addition to brokerage commission and advisory fees. This practice presents a conflict of interest because they have an incentive to recommend insurance products to you which will generate additional commissions.

To further help you understand what conflicts of interest exist, refer to Larson Financial Group, LLC's Form ADV Part 2A Brochure <https://adviserinfo.sec.gov/firm/brochure/140599>, Form CRS for Larson Wealth Partners, LLC, d/b/a Counsel Wealth Management: https://reports.adviserinfo.sec.gov/crs/crs_309688.pdf and Form CRS for Larson Financial Securities, LLC: https://files.brokercheck.finra.org/crs_152517.pdf.

Key Questions to Ask Your Financial Professional

How do your financial professionals make money?

The financial professionals providing advisory services to you are compensated in the form of salary that is based on the amount of client assets they service and the revenue the firm earns from the person's services or recommendations. The more investment assets they manage, the more they can earn.

Furthermore, the financial professionals will also receive quarterly bonuses that are either based on personal production or overall firm revenue (profit-sharing). Consequently, financial professionals are incentivized to increase revenues on your and other clients' account.

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

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

Yes, our firm or our financial professionals currently have legal or disciplinary history to disclose. These events are disclosed in either our Form ADV or the specific individual's Form U4. These documents can be found by going to [Investor.gov/CRS](https://investor.gov/CRS).

Key Questions to Ask Your Financial Professional

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

You can find additional information about our advisory services, visit our website <https://www.larsonfinancial.com/disclaimer-and-privacy-statement/>. If you would like additional, up-to-date information or to request a copy of this relationship summary, please call 866.569.2450.

Key Questions 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?**