

1. Introduction

The Carroll Group is currently a state registered investment advisor. We are currently in application to the Securities Exchange Commission.

Investment advisor fees are separate to brokerage fees. The advisor fee is a fee for counsel on asset selection and management, while brokerage fees are the fees associated with the transactions made for client holdings. It is important for the retail investor to understand the difference.

There are free and simple tools 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.

2. Relationship and Services

What investment services and advice can you provide me?

We offer investment advisory services to retail investors. As an Investment Advisor, The Carroll Group is available to provide recommendations on asset selection and asset allocations for portfolios of publicly traded securities that trade on various public stock, bond, and money market exchanges. Retail client may choose to have us execute and provide ongoing monitoring of the recommendations we make to retail client. We accept limited authority to perform tasks such as asset identification, allocations and execution within the retail client account, but never have custody of assets. The recommended assets are publicly individual stocks, mutual funds (No Commission Mutual Funds), exchange traded funds (ETF), and Money Market Funds. We do not sponsor any proprietary products or hold any private investment arrangements.

We generally accept client relationships that begin at two million dollars of assets to manage.

There are no time limits to client agreements. Retail investor may terminate all privileges assigned to The Carroll Group at will and without reason by notifying advisor at contact of record for termination. The Carroll Group has been in business since 1993. Joseph Carroll is the 100% owner. Fees are billed and deducted after earned. Assets under management is \$137,910,000.

“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?”

3. Fees, Cost, Conflict, and Standard of Conduct

“What fee will I pay?”

The Carroll Group total compensation is determined by Assets Under Management: 1% for the first ten million AUM, .50% for next 10-20 million dollars AUM, .25% for amounts between 20-30 million dollars AUM, .10% for amounts greater than 30 million dollars AUM. **The fee is .58% of this illustration of \$30,000,000 Assets Under Management. Retail investor is billed quarterly after we earn the fee.**

Illustration for **quarter invoice**:

First \$10 MM=1% or \$25,000, \$10MM - \$20MM=.50% or \$12,500, \$20MM - \$30MM=.25% or \$6,250

A \$30,000,000 Investment Portfolio under management would be billed \$43,750 at the end of the quarter, after fees were earned. The Carroll group is a Fee Only Based Investment Advisor – fee from client only. We do not accept fees from anywhere else, at any time, under any arrangement.

“How do financial professional make money?”

“If I give you \$10,000 to invest, help me understand how fees and cost might affect my investments? How much will go to fees and cost, and how much will be invested for me?”

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. When your money is paid out in fees, the money cannot be available to invest in profitable assets. Please make sure you understand what fees and costs you are paying.

“What are your legal obligations to me when acting as my investment advisor?”

“Help me understand how these fees and cost will affect my investments?”

“How does your firm make money and what conflicts of interest do you have?”

The Carroll Group is responsible to put the client interest first in all instances.

When we act as your investment advisor, 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 may create some conflicts of interest. 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 that means.

“How might your conflicts of interest affect me, and how will you address them?” *An investment advisor that charges an asset based fee, the more assets in a retail investors account, the more a retail investor will pay in fees and the firm may therefore have an incentive to encourage the retail investor to increase the assets in his or her account.*

How do your financial professionals make money?

Our sole advisor professional receives a flat salary.

4. Disciplinary History

As a financial professional, do you have any legal or disciplinary history?”

“Firm - No. Financial Professional – No.

Please visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research your financial professional.”

5. Additional Information

“Who is my primary contact person?”

The primary contact for The Carroll Group is Joseph Carroll. Mr. Carroll is Principal and Chief Executive Officer.

joebarrycarroll@bellsouth.net

phone 404-285-5811

Post Office Box 44647, Atlanta, GA 30336

“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?”