



THE PINNACLE
FINANCIAL GROUP

Client Relationship Summary April 2023

1. Introduction

Our name is The Pinnacle Financial Group (“TPFG” or “Adviser”). We are registered with the U.S. Securities and Exchange Commission (“SEC”) as an investment adviser. The services offered and fees charged by an investment adviser differ from those of broker-dealers and it is important that you understand the differences. Free and simple tools are available to research investment adviser firms, broker-dealers, and their financial professionals at www.Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

2. Relationships and Services

A. What investment services and advice can you provide me?

Description of Services. TPFPG primarily offers the following investment advisory services to retail clients: portfolio management, financial planning, selection of other advisers, and participating in Wrap Fee Programs.

- (i) **Monitoring:** We typically review your account on an annual basis. More frequent reviews may be needed if your financial situation changes or based on material market or economic events. Each quarter, our clients will receive a written report that details your holdings and account value, which will be sent to you by your custodian.
- (ii) **Investment Authority:** We manage your accounts on a discretionary basis, which means we will decide which investments to buy or sell in your account(s). We may also have discretion to select third-party managers (other investment managers) to manage all or a portion of your accounts. You have complete authority to take or not take any financial planning advice we offer to you.
- (iii) **Limited Investment Offerings:** TPFPG offers primarily portfolio management and financial management services.
- (iv) **Account Minimums and Other Requirements:** There is no account minimum to open an account with TPFPG.

B. Additional Information: Please see the more detailed disclosure on the investment services and advice that we can provide to you in Items 4, 7 and 8 of our Form ADV Part 2A which is available at the Internet address: <https://adviserinfo.sec.gov/firm/summary/164395> (“**Brochure Link**”).

C. Conversation Starters:

- 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, Costs, Conflicts, and Standard of Conduct

A. What fees will I pay?

- (i) **Description of Principal Fees and Costs:** Our fees vary depending on the services you receive. Additionally, the amount of assets in your account affects our advisory fee; the more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. Our fixed fee arrangements are based on the amount of work we expect to perform for you, so material changes in that amount of work will affect the advisory fee we quote you. The accounts that participate in the Wrap Fee Programs will only pay one fee, which includes all costs related to managing and trading in your account. Our fees for Investment Advisory Services, including for Wrap Fee accounts can range between 0.00% and 2.5% of the value of your assets that we manage for you. Financial Planning fees are fixed fees that range between \$1,500 and \$10,000.
- (ii) **Description of Other Fees and Costs:** You may also have to pay other fees and costs, including custodian fees, brokerage fees, commissions, interest fees, taxes, duties and other governmental charges, transfer and registration fees, foreign exchange transaction costs, fees and costs charged by other investment advisers or

funds, account maintenance fees, mutual fund fees, variable annuities fees, and other transactional fees and product-level fees.

(iii) **Additional Information:** 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. Please see the more detailed disclosure on our fees and costs in Items 5.A., B., C., and D of our Form ADV Part 2A, which is available through the Brochure Link above.

(iv) **Conversation Starters (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?

B. 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?

(i) **Standard of Conduct.** 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.

(ii) **Examples of Ways We Make Money and Conflict of Interest:** Financial planning recommendations may pose a potential conflict between our interests and the interests of our Clients. However, this conflict is mitigated since our Clients are not obligated to implement any recommendations made by TPFG or to maintain an ongoing relationship with us.

(iii) **Conversation Starters (ask your financial professional):**

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

(iv) **Additional Information:** Please see more detailed disclosure about our conflicts of interest on Form ADV Part 2A, under Item 10, Item 12 and Item 14.

C. How do your financial professionals make money? Primarily, we and our financial professionals benefit from the advisory services we provide to you because of the advisory fees we receive from you. This compensation may vary based on different factors, such as those listed above in this Item. Our financial professionals also have the ability to receive commissions from clients. Please also see Item 10 of our Brochure for additional details

4. Disciplinary History

A. Do you or your financial professionals have legal or disciplinary history? Yes.

(i) **Search Tool:** Please visit <https://www.investor.gov/CRS> for a free and simple search tool to research TPFG and our Professionals.

(ii) **Conversation Starters (ask your financial professional):**

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

5. Additional Information

A. Some of our/Our Financial Professionals are registered representatives of LPL Financial LLC (“LPL”), an SEC registered broker-dealer and investment adviser. Your Financial Professional may offer you brokerage services through LPL or investment advisory services through TPFG. Brokerage services and investment advisory services are different, and the fees we, and LPL, charge for those services are different. It is important that you understand the differences. In particular, your Financial Professional may earn additional transaction-based compensation and have additional conflicts of interest as a result of providing brokerage services through LPL. You are encouraged to learn more about LPL by reviewing <https://www.lpl.com/disclosures.html> and having a discussion with your Financial Professional. You can also access free and simple tools to help you 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.

B. You can find additional information about our investment advisory services on the SEC’s website. <https://adviserinfo.sec.gov/firm/summary/164395>. Our website is <https://thepinnaclefg.com/>. You can request up-to-date information and a copy of our relationship summary by contacting us at 516-763-9700 or e-mail john.raschella@lpl.com.

C. Conversation Starter (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?