

## Grenda Group LLC - Form CRS Client Relationship Summary

Grenda Group LLC (Grenda Group) 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 that you understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS) - which also provides education materials about broker-dealers, investment advisers, and investing.

### What investment services and advice can you provide me?

Grenda Group offers investment advisory services to retail investors, including: asset management, financial planning, and consulting. We offer advisory accounts and a variety of investment products. If you engage us for ongoing asset management services, we include quarterly and annual account monitoring as part of that service.

We will manage your accounts on a discretionary basis. When you give us discretionary authority, we may buy and sell investments in your account without discussing with you prior. Discretionary authority persists until the asset management agreement is terminated. We do not restrict our advice to limited types of products or investments.

If you engage us for asset management services, we require you to establish your advisory accounts with one of the broker-dealers/custodians we have a relationship with. We have no other requirements to open or maintain an account, or establish a relationship; however, we do reserve the right to choose to do business on a case by case basis. **For additional information**, please see Item 4 of our Form ADV Part 2 Brochures by visiting:

[https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=639411](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=639411)

#### ***Here are some questions you can use to start a conversation with your financial professional:***

- 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?

### What fees will I pay?

Grenda Group charges an ongoing asset-based fee for Asset Management services. This fee is 1% annually, assessed on a monthly basis (calculated as 1/12 of 1% of the prior month's ending account balance). The more assets you have in your advisory account, the more you will pay us. We therefore have an incentive to request you increase the assets in your advisory account in order to increase our fees.

We charge a one-time, flat fee for Financial Planning and Consulting services. Flat fees are negotiable and will be determined on a case by case basis, depending on such factors as: the nature and complexity of the services, staffing arrangements, and size of the asset base.

The broker-dealer/custodian or its clearing firm will charge you a transaction fee when we buy or sell an investment for you. They may also charge you one-time or ongoing custodian fees, maintenance fees, or other ancillary fees. These fees are in addition to our asset management fee. This creates a conflict of interest, as we require you to use broker-dealers/custodians we have a relationship with, and their transaction and other fees may be higher than other firms you could choose to open an account with. Some investments, such as mutual funds, index funds, exchange traded funds, and variable annuities, charge additional fees that will reduce the value of your investments over time. In addition, you may have to pay fees such as "surrender charges" to sell variable annuities.

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 additional information**, please see Item 5 of our Form ADV Part 2 Brochures by visiting:

[https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=639411](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=639411)

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***Here is a question you can use to start a conversation with your financial professional:***

- Help me understand how these fees and costs may 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.

- Our firm's financial professionals include licensed insurance agents and brokers who sell insurance products for a commission from the insurance company. This creates a financial incentive for them to recommend insurance products to you in order to increase their compensation.

***Here is a question you can use to start a conversation with your financial professional:***

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

**For additional information,** please see Items 5, 10, 11 and 12 of our Form ADV Part 2 Brochures by visiting: [https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=639411](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=639411)

**How do your financial professionals make money?**

Our financial professionals are compensated through a combination of salary and bonus. Salaries include an established base compensation plus a portion of advisory fees collected for accounts they manage and service. As noted above, our financial professionals have an incentive to have more assets in your account if they are paid by an asset-based fee. Bonuses are discretionary, and reflect the overall success of the firm and individual. If a financial professional sells insurance products, they will be paid a commission by the respective insurance company. This creates a financial incentive for them to recommend insurance products to increase their compensation.

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

Yes. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

***Here are some questions you can use to start a conversation with your financial professional:***

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

**Additional Information**

You may find additional information about our investment advisory services by visiting <https://adviserinfo.sec.gov/firm/summary/170241>. If you would like additional, up to date information or a copy of this relationship summary, please call (716) 896-3232 and a member of our team will assist you.

***Here are some questions you can use to start a conversation with 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?