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| <p><b><u>Item 1: Introduction</u></b></p>   | <p>Cornerstone Wealth Group, LLC is registered with the United States Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences between them. Free and simple tools are available to research firms and financial professionals at <a href="https://Investor.gov/CRS">Investor.gov/CRS</a>, which also provides educational materials about broker-dealers, investment advisers, and investing.</p>  |
| <p><b><u>Item 2: What investment services and advice can you provide me?</u></b></p> <p><b><u>Conversation Starters. Ask your financial professional</u></b><br/> <i>“Given my financial situation, should I choose an investment advisory service? Why or why not?”</i><br/> <i>“How will you choose investments to recommend to me?”</i><br/> <i>“What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?”</i></p> | <p>We offer investment advisory services to retail investors. We offer clients comprehensive portfolio management and financial planning/financial consulting services. We invest client assets in accordance with a range of models we have designed to meet our clients’ needs and risk tolerance. Our portfolio management clients typically invest in exchange traded funds, mutual funds, individual stocks or bonds, or other securities that we either manage directly or recommend be managed by external managers of separately managed accounts. For clients who so desire, we offer management of RIA based 529 plans, equity indexed annuities, fixed annuities, or variable annuities. If you utilize our investment management services, you will typically give us discretionary authority to trade the assets in your account through a limited power of attorney contained in your client agreement with us. We will monitor the holdings and performance of the investments we make for you on an ongoing basis, and review your account with you at least annually, but will not provide performance reports unless requested to do so. We retain discretion regarding the clients for which we are engaged. In addition to portfolio management, we offer financial planning and consulting services on a standalone basis. When we provide consulting services, we do not take discretion over your investments or monitor the holdings and performance of your investments on an ongoing basis.</p> <p>For additional information, please refer to our ADV Part 2A brochure (‘Brochure’), especially <a href="#">Item 4</a> (services), <a href="#">Item 7</a> (clients), <a href="#">Item 13</a> (account monitoring) and <a href="#">Item 16</a> (discretionary authority).</p> |
| <p><b><u>Item 3: What fees will I pay?</u></b></p> <p><b><u>Conversation Starters. Ask your financial professional</u></b><br/> <i>“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?”</i></p>   | <p>For our portfolio management services, we charge an investment advisory fee which is based on a percentage of the value of the assets in your managed portfolio account. The more assets there are in your account and the higher the value of those assets, the more you will pay in fees. For our financial planning and consulting services, we charge a flat fee. In addition to our fees, you will be responsible for other fees and expenses associated with the investment of your assets. These fees and expenses could potentially include brokerage and other transaction costs, fees, and taxes, related to the purchase and sale of securities for your accounts, and any fees charged by</p>  |

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|   | <p>custodians for holding your assets. Certain investments we select for clients that are managed or sponsored by third parties, such as mutual funds, Exchange Traded Funds, private partnerships, and securities managed by external managers of separately managed accounts, bear fees and expenses for their management and operation. For additional information, please refer to <u>Item 5</u> of our Brochure.</p> <p>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.</p>  |
| <p><b><i>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></b></p> <p><b><u>Conversation Starters. Ask your financial professional</u></b><br/> <b><i>“How might your conflicts of interest affect me, and how will you address them?”</i></b></p> | <p>When we act as your investment adviser, we must 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:</p> <p>We receive certain benefits from the custodians we recommend holding your account assets, such as investment-related research, pricing information and market data, software and other technology that provide access to client account data, and access to support services which help us in the management and development of our business. For additional information, please refer to <u>Item 12</u>.</p> <p>Certain of our Firm's supervised persons are also registered representatives of an unaffiliated broker-dealer and they may offer you brokerage services through the unaffiliated broker-dealer. Brokerage services are different in that Registered Representatives charge a transaction-based commission each time they buy or sell a security in a brokerage account. As a result, they have an incentive to trade as much as possible to increase their compensation.</p> <p>In addition, certain of our Firm’s supervised persons are licensed as independent insurance agents and are compensated for the sale of insurance products. The receipt of compensation for the sale of brokerage and insurance products presents a conflict of interest because the compensation provides an incentive to recommend brokerage transactions or sales of insurance for the purpose of being compensated rather than solely based on a client's needs. We seek to recommend brokerage transactions or the sale of insurance products only when we reasonably believe that our recommendations are in the best interest of our clients. In addition, supervised persons of Cornerstone Wealth do not receive commissions, distribution or</p> |

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|   | <p>service fees relating to the sale of securities or investment products held in advisory accounts (e.g., they do not “double dip.”). For additional information, please refer to <u>Item 5</u> and <u>Item 10</u> of our Brochure.</p>   |
| <p><b>How do your financial professionals make money?</b></p>   | <p>Our Firm’s financial professionals are compensated through salary and bonus or a share of the Firm’s profits. A portion of that compensation is correlated to the amount of client assets they service, the revenue our Firm earns from the financial professional’s services and/or whether the financial professional has been successful in increasing amount of client assets under the Firm’s management. Some of our firm’s principals may be eligible for compensation from our indirect parent company, Focus Financial Partners, LLC (or one of its affiliates), depending on Cornerstone’s revenues and/or earnings. This potential for increased compensation provides an incentive for these principals to encourage you to maintain and even increase the size of your investment account with us. See your financial professional’s Brochure Supplement for more information about your individual financial professional’s compensation.</p> <p>We and our affiliates refer clients to third-party service providers and are eligible to receive additional compensation for those referrals</p> |
| <p><b>Item 4: Do you or your financial professionals have legal or disciplinary history?</b></p> <p><b>Conversation Starters. Ask your financial professional</b><br/> <i>“As a financial professional, do you have any disciplinary history? For what type of conduct?”</i></p>  | <p>No, for our firm. Yes, for our financial professionals. For more information, you can go to <a href="http://Investor.gov/CRS">Investor.gov/CRS</a> for free and simple search tool to research our firm and our firm’s financial professionals.</p>   |
| <p><b>Item 5: Additional Information</b></p> <p><b>Conversation Starters. Ask your financial professional</b><br/> <i>“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?”</i></p> | <p>For additional information about our investment advisory services, and to request a copy of Form ADV, please contact Rachel Posner, our Chief Compliance Officer, at (704) 987-3410, or via email at <a href="mailto:info@cwgadvisors.com">info@cwgadvisors.com</a>.</p>  |