

Form ADV Part 3: Relationship Summary
Duncan Financial Group LLC (also doing business as Duncan Financial Group LLC)

Introduction

Duncan Financial Group LLC (“DFPA” or “we”) is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

What Investment Services and Advice Can You Provide Me?

Description of Services: DFPA offers financial planning services to retail investors, Retirement Plan Services to retirement plan clients and Business Succession services to our clients that are business owners. These services include financial planning and consulting and retirement planning and consulting. If we charge an ongoing planning fee, we will perform ongoing monitoring of your financial well-being based upon the scope of services we provide as described in our agreement. If we only provide one-time services (i.e., creating a financial plan), we will not monitor your financial well-being. All financial plan recommendations will be made in an advisory capacity. In addition to providing the services referenced above to its clients, DFPA has entered into agreement with Cambridge Investment Research Advisors, Inc. (“CIRA”), an entity registered with the SEC as an investment adviser, pursuant to which DFPA may refer its clients and supervises solicitors who refer clients to CIRA (referred to as the “Solicitors” throughout this document). Pursuant to DFPA’s agreement with CIRA, DFPA receives referral fees from CIRA.

We provide Financial Planning Services, Retirement Plan Services and Business Succession services, which means that while DFPA provides advice on a number of levels you make the ultimate decision regarding the purchase or sale of investments. We may recommend a wide variety of investment products and types of investments. However, because you cannot authorize us to provide discretionary services to you, we cannot buy and sell investments in your account. DFPA has entered into agreement with Cambridge Investment Research Advisors, Inc. (“CIRA”), an entity registered with the SEC as an investment adviser, pursuant to which DFPA refers its financial planning clients for investment advisory services and supervises solicitors who refer clients to CIRA. Pursuant to DFPA’s agreement with CIRA, DFPA receives referral fees from CIRA. We do not have a minimum estate size requirement before you can obtain financial planning services.

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?*

What Fees Will I Pay?

Description of Principal Fees & Costs:

You will pay a fee for our services based upon the type of service you receive. This can include fixed fees or hourly fees for Financial Planning, Retirement Plan Services and Business Succession services. Any fees paid and the frequency charged will be agreed upon by you when contracting with DFPA for financial planning.

- Fixed fee – the fee is a set amount, charged either one-time or on an ongoing basis
- Hourly fee – the fee is a set amount and based on the aggregate number of hours of service provided

The fees described herein do not include any fees that you may incur for other professionals (i.e., personal attorney, independent investment adviser, or accountant) in connection with the financial planning process.

As compensation for solicitation services provided to CIRA, DFPA is sharing a portion of the referral fees received by CIRA from clients introduced to CIRA. Those clients pay CIRA directly. While the fees paid by clients to CIRA may be negotiable between the client and CIRA, the percentage paid to DFPA for its services provided under DFPA’s agreement with CIRA is negotiated separately between DFPA and CIRA.

You will pay fees whether or not you implement the financial plan provided to you. Please make sure you understand what fees and costs you are paying.

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

- How do you determine your fee for financial planning?
- Based on my circumstances which is better a fixed one-time fee or ongoing?

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. For more information about the fees we charge and the other fees and expenses you will incur, please see **Item 5** of **Form ADV Part 2A**.

Conversation Starters: *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 Acting as My Investment Adviser? How Else Does Your Firm Make Money and What Conflicts of Interest Do You Have?

Standard of Conduct: 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. When we charge hourly fees for our financial planning services, we have an incentive to bill for more hours of work.

When we act as a solicitor to CIRA, we are only recommending that CIRA and not any other investment advisers provide asset management services to you and we receive compensation from CIRA as a result of those referrals.

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

Additional Information: For more information about our conflicts of interests and the ways we are compensated, please see **Item 5** and **Item 10** of our **Form ADV Part 2A**.

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: Our financial professionals receive fees for the financial planning services they provide. These fees are one-time and/or ongoing and are based on a fixed rate and/or hourly charges. Fees are agreed upon by you and the financial professional and are based on the time and complexity it takes to meet your financial planning needs. As noted above, our financial professionals, if they receive an hourly rate, have an incentive to bill for more hours of work.

Additional Information: For more information about these conflicts of interest, please see **Item 10** of our **Form ADV Part 2A**.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

Yes. Visit <https://www.investor.gov/CRS> for a free and simple search tool to research us and our financial professionals.

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

Additional Information About DFPA

You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/309454>.

If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at 724-863-3420.

Conversation Starters: *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?*