

CMG Wealth Advisors LLC Client Relationship Summary – Form CRS

Is an Investment Advisory Account Right for You?

There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you.

Item 1. Introduction

CMG Wealth Advisors LLC (“CMG”, “Firm”, “We”, “Us”, “Our”) is an **investment adviser registered with the U.S. Securities and Exchange Commission** and provides advisory services for a fee rather than for brokerage commissions. As a retail investor, it is important to understand the differences between services and fees of an investment advisor and a broker-dealer. *Investor.gov/CRS* offers free and simple tools to research firms and financial professionals. Additionally, it also provides educational materials about broker-dealers, investment advisors, and investing.

Item 2. Relationships and Services

What investment services and advice can you provide me?

We offer the following investment advisory services to you:

Asset Management: We will offer you advice on a regular basis for asset management for separately managed accounts (“SMAs”) offered through CMG through an investment advisory agreement. We will discuss your investment goals, design with you a strategy to achieve your investment goals (including reasonable investment restrictions) and regularly monitor your account on a discretionary basis (we can buy and sell investments in your account without asking you in advance). We do not limit advisors to proprietary products or make available a limited menu of products. We provide investment recommendations a variety of securities with minimal limitations. Where necessary, we manage SMAs in concert with third-party managers who specialize in bespoke investment programs or securities.

Additional Information: For more information about our services, refer to our ADV Part 2A Items 4, 5, 7 and 10.

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?”

Item 3. Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

We are compensated for our services as follows:

Asset Management: The amount paid to our firm and your financial professional generally does not vary based on the investment types selected on your behalf. CMG imposes a tiered fee scale for SMAs ranging from an asset-based fee for equity and or equity and fixed income (or “balanced”) portfolios of 0.90% for accounts with assets of up to \$5 MM, which decreases as managed assets increase. Fixed income only portfolios assess a fee of 0.60% for up to \$2.5 MM with a decrease in fee percentage for accounts with over \$2.5 MM+ in managed assets. CMG generally seeks to onboard clients with \$5 MM in managed assets but, at its discretion, can accept SMA clients with less than the standard initial minimum account investment. CMG does not impose a minimum flat fee in advisory fees per annum. Asset-based fees reduce the value of your account and will be generally deducted from your account. Some investments incur product fees that will reduce the value of your investment over time or sell the investment. Fees are billed monthly or quarterly in advance or arrears depending on the investment management agreement (IMA) terms; however, CMG’s selection of third-party managers typically charge fees quarterly under their respective IMA. CMG’s fees vary based on assets under management but are negotiable. Generally, the more assets you have in the advisory account, the more you will pay in total fees. At our discretion, we may combine the account values of household members to determine the applicable advisory fee. Investors may pay fees to a brokers for transaction fees (e.g. commissions or ticket charges) and fees to the qualified independent custodian to hold assets.

You will pay fees and costs regardless of the frequency or size of the transactions exercised in your account and whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make

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on your investments over time. Please make sure you understand what fees and costs you are paying. For more information regarding our fees and costs, review ADV Part 2A Item 5.

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 advisor? How else does your firm make money and what conflicts of interest do you have?

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 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.

Commissions: CMG or the associated broker-dealers for which our supervised persons are registered representatives can receive commissions from the sale of brokerage products. This conflict is mitigated by our professional obligations and adherence to our code of ethics. When referring clients to purchasing brokerage products, the recommendation is done under the brokerage firm and in the client’s best interest.

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 interest, we recommend reading our ADV Part 2A, Items 4 and 10.

How do your financial professionals make money?

Our financial services professionals are compensated based on a portion of the total advisory fees received by us.

This is a conflict of interest because our financial professionals have an incentive to encourage you to increase your assets in your accounts, recommend our advisory services to you, and recommend you purchase investments that result in additional compensation to them. Such circumstances create a conflict because of the associated financial incentives. For more information about our conflicts of interest, we recommend reading our ADV Part 2A, Item 4.

Item 4. Disciplinary History

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

Yes, please visit [Investor.gov/CRS](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?”

Item 5. Additional Information

To find additional information about us and to request a copy of the *relationship summary*, please contact us at 608-471-4515. If you would like to request up-to-date information as well as to request a copy of the relationship summary, please contact us via phone at 608-471-5415.

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?”