



Form ADV Part II

7007 College BLVD, Suite 270
Overland Park, KS 66211
(913) 451-PLAN (7526)
www.personalfinancialgroup.com

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This brochure provides information about the qualifications and business practices of Personal Financial Group. If you have any questions about the contents of this brochure, please contact us at 913-451-7526. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state authority.

Being a "Registered Investment Advisor" should not imply a certain level of skill or training.

Additional information about Personal Financial Group is also available on the SEC's website at www.adviserinfo.sec.gov.

Material Changes

N/A

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Advisory Business

Our Firm

Personal Financial Group (PFG) is a financial planning and investment counseling firm registered with the Securities and Exchange Commission as a Registered Investment Advisor. Our Securities and Exchange Commission file number is 801-70718. PFG was established in March 1998 with Don Clark as the sole Principal Owner.

PFG provides financial planning services to individuals and businesses with regards to taxes, investments, insurance, estate planning, college planning, retirement and general financial matters. The services provided by Personal Financial Group are tailored to each individual or entity depending on their needs and what services they would like to engage in with the Advisor's Investment Advisor Representative (IAR).

Services We Offer

PFG, through its Investment Advisor Representatives ("IARs"), will typically provide a variety of financial planning services, principally advisory in nature, to individuals or families regarding the management of their financial resources, based upon an analysis of client's needs. Generally, such financial planning services will involve preparing a financial program for a client based on the client's financial circumstances and objectives. This information normally would cover present and anticipated assets and liabilities, including insurance, savings, investments, and anticipated retirement or other employee benefits.

The program developed for the clients will usually include general recommendations for a course of activity or specific actions to be taken by the clients. For example, recommendations may be made that the clients obtain insurance or revise existing coverage, establish an individual retirement account, increase or decrease funds held in savings accounts or invest funds in securities. The IARs on behalf of the Adviser may develop tax or estate plans for clients or refer clients to an accountant or attorney.

The IARs on behalf of the Adviser may also create a cash flow analysis or work with and advise the clients as to the rearrangement of cash flow in order to fund certain long-term objectives such as buying a house, planning for college, retirement, etc.

Tax and estate planning services include reviewing estate plans, tax returns, goals and assets to make recommendations in each of these areas. PFG does not provide CPA or Estate Law services, therefore clients are advised to work with their CPA or attorney to further explore implementation of the Advisor's recommendations.

Advisory services may be offered to clients within a wrap platform (i.e. SWM II). In a wrap platform, clients will be charged a flat fee for assets under management. Under this arrangement, tickets charges and other transactions charges will be included in the fee and will not be charged separately to the client.

As of February 25th, 2015, our total Assets managed is \$238,523,074.64. Of these assets, \$4,699,507.28 are managed on a Non-Discretionary base and \$233,823,567.36 are managed on a Discretionary basis.

Fees and Compensation

Fee-Only Compensation

The client can determine to engage PFG to provide discretionary or non-discretionary investment advisory services on a *fee-only* basis. PFG's annual investment advisory fee shall be based upon a percentage (%) of the market value of the assets placed under the Advisor's management in according to the fee schedule to the *Investment Advisory Agreement* between the PFG and the client.

Personal Financial Group provides investment advisory services to its clients on a discretionary basis. The advisory services include, among other things, providing advice regarding asset allocation and the selection of investments. Account management is guided by the stated objectives of the client. In addition, the IAR considers the client's risk profile and financial status prior to making any recommendations.

Management fees are paid quarterly in advance and are negotiable. Each IAR may determine an applicable fee schedule, not to exceed the following maximum fee limits. Actual client fees will be stated in the service agreement.

Fees are due on the first day of the calendar quarter, and may be billed directly to the client or deducted from the advisory account. Fees are based on the account's asset value as of the last business day of the prior calendar quarter and are prorated for accounts opened during the quarter. Annualized fees are as follows:

Annualized Fees

Account Size	Max. Client Fee
\$50,000 to \$99,999	2.25%
\$100,000 to \$249,000	2.25%
\$250,000 to \$499,999	2.25%
\$500,000 to \$749,999	2.25%
\$750,000 to \$1,249,999	2.25%
\$1,250,000 to \$4,999,999	2.25%
Over \$5,000,000	2.25%

Prior to engaging PFG to provide investment advisory services, the client will be required to enter into a formal *Investment Advisory Agreement* with PFG setting forth the terms and conditions under which PFG shall manage the client's assets, and a separate custodial/clearing agreement with *LPL*.

Currently, PFG primarily allocates investment management assets among various individual equities, master limited partnerships, mutual funds and/or exchange traded funds, on a discretionary basis, in accordance with the client's designated investment objective(s).

An advisory client may unconditionally rescind the agreement and receive a full refund of all fees at any time. If terminated after the beginning of a billing cycle, your refunded fees will be pro-rated appropriately.

The account custodian may charge fees, which are in addition to and separate from the investment advisory service fee. Custodians may charge accounts for various transaction costs, retirement plan and administration fees. In addition, some mutual fund assets deposited in the account may be subject to deferred sales charges and 12 (b)-1 fees and other mutual fund annual expenses as described in each fund's prospectus. Advisory clients should also note that fees for comparable services vary and lower fees for comparable services may be available from other sources.

IAR's in their capacities as registered representatives may receive payments from certain mutual fund companies distributed pursuant to a 12b-1 or 12b-2 distribution plan or other such plans as compensation for administrative services. As such, a conflict of interest may exist with respect to recommendations to buy or sell such securities.

Third Party Advisory Referrals

PFG has entered into agreements with various third-party advisers. Under these agreements, PFG offers clients various types of programs sponsored by these advisers. All third-party investment advisers to whom PFG will refer clients will be licensed as investment advisers by their resident state and any applicable jurisdictions or registered investment advisers with the Securities and Exchange Commission.

After gathering information about a client's financial situation and investment objectives, PFG will assist the client in selecting a particular third-party program. PFG receives compensation pursuant to its agreements with these third-party advisers for introducing clients to these third-party advisers and for certain ongoing services provided to clients.

This compensation is disclosed to the client in a separate disclosure document and is typically equal to a percentage of the investment advisory fee charged by that third-party adviser or a fixed fee. The disclosure document provided by PFG will clearly state the fees payable to the Adviser and the impact to the overall fees due to these payments.

Since compensation PFG receives may differ depending on the agreement with each third-party adviser, PFG may have an incentive to recommend one third-party advisers over another, if the compensation arrangements are more favorable. Since the independent third-party adviser may pay the fee for the investment advisory services of PFG, the fee paid to PFG is not negotiable, under most circumstances.

Fees paid by clients to independent third-parties are established and payable in accordance with the Form ADV Part II or other equivalent disclosure document of each independent third-party adviser to whom the Adviser refers its clients, and may or may not be negotiable, as disclosed in the disclosure documents of the third-party adviser.

Clients who are referred to third-party investment advisers will receive full disclosure, including services rendered and fee schedules, at the time of the referral, by delivery of a copy of the relevant third-party adviser's Form ADV Part II or equivalent disclosure document at the same time as the Form ADV Part II or equivalent disclosure document of PFG.

In addition, if the investment program recommended to a client is a wrap fee program the client will also receive the Schedule H or equivalent wrap fee brochure provided by the sponsor of the program. PFG will provide to each client all appropriate disclosure statements, including disclosure of solicitation fees to PFG and its advisory associates.

Financial Planning/Consulting Services Fees

PFG provides financial planning, consulting and plan update services to individuals and businesses. PFG may also provide non-securities advice on topics that may include but are not limited business, retirement, estate, budgetary, college, personal and business tax planning.

PFG charges a fixed fee for planning and consulting services. Fixed fees generally range from \$500 to \$5,000 based on the range and complexity of the services being provided. Fees are due and payable upon completion of the plan or services.

If clients elect to implement recommendations made in a financial plan their accounts may incur transaction costs, retirement plan administration fees, and other mutual fund annual expenses. These fees are in addition to and separate from planning and consulting fees.

Clients will have a period of five (5) business days from the date of signing an agreement to unconditionally rescind the agreement and receive a full refund of all fees. Thereafter, clients may terminate an agreement by providing PFG with written notice prior to delivery of the plan or completion of the service. PFG may terminate an agreement by providing written notice to clients. Upon termination, fees will be prorated to the date of termination and any unearned portion of the fee will be refunded to the client.

Commissions and Other Fees

The Advisor provides financial planning advice and asset management advice on a fee-paid basis. Certain financial products, however, can be purchased from registered representatives affiliated with the Advisor. If these products are purchased by the client, the registered representative will receive the normal commission, and Advisor may also share in such revenue. Thus a conflict may exist between representative's interest and those of the clients.

Associated persons of PFG are also registered representatives of LPL Financial ("LPL"), a registered broker-dealer, member of the Financial Industry Regulatory Authority, Inc. ("FINRA"), and a registered investment adviser.

In these capacities associated persons of the Adviser may recommend securities or other products, and receive compensation if products are purchased through any firms with which any associated persons are affiliated.

Thus, a conflict of interest exists between the interests of associated persons and those of the advisory clients. However, clients are under no obligation to act upon any recommendations of the associated persons or effect any transactions through the associated persons if they decide to follow the recommendations.

In their capacities as registered representatives of LPL, associates of the Adviser may receive payments from certain mutual funds distributed pursuant to a 12(b)-1 distribution plan or other such plans as compensation for administrative services, representing a separate financial interest. As such, a conflict of interest may exist with respect to recommendations to buy or sell securities. In all cases, transactions are effected in the best interests of the client. PFG does not permit insider trading and has implemented procedures to ensure that its policy regarding insider trading is being observed by associated persons.

Associated persons may buy or sell for their own accounts the same securities, which may be recommended to advisory clients. Associated persons seek to ensure that they do not personally benefit from the short-term market effects of their recommendations to clients and their personal transactions are regularly monitored.

PFG ~~receives~~ may receive an economic benefit in the form of reimbursement for marketing support services and related expenses from certain product sponsors and/or custodians. Support services are based on the overall relationship with PFG. It is not the result of soft dollar arrangements or any other express arrangements that involves the execution of client transactions as a condition to the receipt of services. PFG will continue to receive the services regardless of the volume of client transactions executed. Clients do not pay more for services as a result of this arrangement. There is no corresponding commitment made by PFG to the other entity to invest any specific amount or percentage of client assets in any specific securities as a result of the arrangement.

However, as a result of receiving such support services, PFG may have an incentive to continue to use or expand the use of a particular product sponsor or custodian. Our firm examined this potential conflict of interest and we have determined that the relationship is in the best interest of our clients and satisfies our fiduciary obligations, including our duty to seek best execution. Clients may use product sponsors and direct their brokerage transactions to a firm other than the custodian used by PFG.

Associated persons are aware of the rules regarding material non-public information and insider trading. Associated persons may also buy or sell a specific security for their own account based on personal investment considerations, which the Adviser does not deem appropriate to buy or sell for clients.

Performance-Based Fees and Side-By-Side Management

Not Applicable.

Types of Clients

PFG provides investment advice to individuals, high net worth individuals, trusts, small businesses, pensions, charitable organizations and other Corporations. The Adviser generally requires a minimum of \$50,000 in Assets Under Management to establish a new advisory account; however, the minimum may be waived at the sole discretion of PFG. In addition, the Adviser may continue to service existing accounts that have values that are below the minimum. Accounts are generally subject to no minimum fee per year.

Methods of Analysis, Investment Strategies and Risk of Loss

IAR's of PFG perform reviews of all investment advisory accounts no less than annually. Accounts are reviewed for consistency with the investment strategy and performance. Reviews may be triggered by changes in an account holder's personal, tax, or financial status. Macroeconomic and company specific events may also trigger reviews.

Advisory account statements are generated no less than quarterly. These statements are sent directly to the account owner. These reports list the account positions, activity in the account over the covered period, and other related information. Clients are sent confirmations following each brokerage account transaction. Quarterly Portfolio Summaries are also provided.

We do not use technical analysis or charting. We do use a fundamental approach, such as economic conditions, earnings, industry outlook, politics (as it relates to the investment), historical data, price-earnings ratios, dividends, general level of interest rates, company management and tax benefits. We attempt to select clients' investments to harmonize with their financial objectives.

The Advisor utilizes the general media of domestic, international and governmental newspapers, bulletins, magazines, books, and other publications. Materials prepared by the investment companies and research releases prepared by others, and timing services may also be utilized.

We generally make long-term recommendations with occasional short-term strategies as the circumstances may indicate. Our investment philosophy focuses on proper diversification and asset allocation over the long haul. Short-term strategies employed may include dollar cost averaging programs, temporary/interim repositioning of assets, and tax-advantaged strategies (e.g. selling short against the box, and security sales to realized losses with subsequent repurchases in 31 days).

Clients should keep in mind that investing in investments products may involve a risk of loss that they should be prepared to bear.

Disciplinary Information

PFG has no disciplinary events

Other Financial Industry Activities and Affiliations

See Fees and Compensation, "Commissions and Other Fees" for more information on Registered Reps and their affiliation with LPL Financial.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

PFG has adopted a Code of Ethics for the purpose of instructing its personnel in their ethical obligations and to provide rules for their personal securities transactions. PFG and its personnel owe a duty of loyalty, fairness and good faith towards their clients, and the obligation to adhere not only to the specific provisions of the Code but to the general principles that guide the Code.

The Code covers a range of topics that may include: general ethical principles, reporting personal securities trading, exceptions to reporting securities trading, reportable securities, initial public offerings and private placements, reporting ethical violations, distribution of the Code, review and enforcement

processes, amendments to Form ADV and supervisory procedures. PFG will provide a copy of the Code to any client or prospective client upon request.

Brokerage Practices

The principals and associates of the Advisor are registered representatives of LPL Financial, member of FINRA/SIPC. If the client chooses to implement advice through principals and advisory associates of PFG, the Broker Dealer will be LPL Financial, Inc.

As registered representatives of LPL Financial, we are provided with research and analysis tools to review investments. When the Registered Representatives of LPL use various investments in brokerage accounts, commissions will be earned that are paid through LPL Financial. The Registered Representatives receive the tools and other benefits in exchange for fees that will be received by LPL Financial. These benefits are used for all clients.

In determining our broker-dealer, these benefits were an incentive to choosing LPL Financial.

Transactions in LPL advisory program accounts are generally effected through LPL as the executing broker-dealer.

Advisor receives compensation as a result of a client's participation in an LPL program. Depending on, among other things, the size of the account, changes in its value over time, the ability to negotiate fees or commissions, and the number of transactions, the amount of this compensation may be more or less than what the Advisor would receive if the client participated in other programs, whether through LPL or another sponsor, or paid separately for investment advice, brokerage and other services.

In placing its orders to purchase or sell securities in accounts, principals of the firm may elect to aggregate orders. In so doing, the firm will not aggregate transactions unless aggregation is consistent with its duty to seek best execution and the terms of adviser's investment advisory agreement with each client for which trades are being aggregated; no advisory client will be favored over any other client; each client that participates in an aggregated order will participate at the average share price for all adviser's transactions in that security on a given business day, with transaction costs shared pro-rata based on each client's participation in the transaction; adviser will prepare, before entering an aggregated order, a written statement ("Allocation Statement") specifying the participating client accounts and how it intends to allocate the order among those clients.

If the aggregated order is filled in its entirety, it will be allocated among clients in accordance with the Allocation Statement; if the order is partially filled, it will be allocated pro-rata based on the Allocation Statement; notwithstanding the foregoing, the order may be allocated on a basis different from that specified in the Allocation Statement if all client accounts receive fair and equitable treatment and the reason for different allocation is explained in writing and is approved in writing by adviser's compliance officer no later than one hour after the opening of the markets on the trading day following the day the order was executed.

PFG's books and records will separately reflect, for each client account, the orders of which are aggregated, the securities held by, and bought and sold for that account; funds and securities of clients whose orders are aggregated will be deposited with one or more banks or broker-dealers, and neither the client's cash nor their securities will be held collectively any longer than is necessary to settle the purchase or sale in question on a delivery versus payment basis; cash or securities held collectively for clients will be delivered out to the custodian bank or broker-dealer as soon as practicable following the

settlement; adviser will receive no additional compensation of any kind as a result of the proposed aggregation; and individual investment advice and treatment will be accorded to each advisory client.

Additional Information can be found in the Commissions and Other Fees Section.

Review of Accounts

See Methods of Analysis, Investment Strategies and Risk of Loss for more information on Review of Accounts.

Client Referrals and Other Compensation

IAR's may periodically receive economic benefit from investment companies in return for utilizing their products. Economic benefit can include payment of expenses for seminars, lunches and other events. Benefits may also include non-monetary items to incentivize representatives to utilize their products. This practice could pose a conflict of interest between the client and the IAR's.

PFG and its IAR's do not compensate other persons or companies for client referrals.

Custody

PFG does not maintain custody of client funds. Custody is maintained by LPL Financial, as qualified custodian who sends statements directly to our clients on a quarterly basis, and in some cases, monthly. Clients should carefully review those statements and notify PFG immediately with questions or concerns.

Investment Discretion

IAR's of PFG accept discretionary authority to manage securities on behalf of clients. Limitations include the clients stated investment objectives and risk tolerance. Clients are typically contacted before changes are made to their portfolio. However, PFG does have the authority to make discretionary trades as seen fit to cover debit balances, and to make changes to a block of holdings for multiple clients.

Voting Client Securities

PFG does not accept authority to vote client securities. Clients will receive their proxies or other solicitations directly from their custodian or transfer agent. However, clients can contact PFG for questions and or concerns regarding the proxies and other solicitations.

Financial Information

Not Applicable. Personal Financial Group does not require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance. There are no financial conditions that are reasonably likely to impair the firm's ability to meet contractual commitments to clients. At no time has Personal Financial Group been the subject of a bankruptcy petition.