

Item 1 – Cover Page

LAKEVIEW FINANCIAL GROUP LLC

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Form ADV Part 2A Appendix 1

Wrap Fee Program Brochure

This Wrap Fee Program Brochure (“Wrap Brochure”) provides information about the qualifications and business practices of Lakeview Financial Group LLC. If you have any questions about the contents of this Wrap Brochure, please contact us at (206) 729-1700. The information has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority. Additional information about Lakeview Financial Group also is available on the SEC’s website at www.advisorinfo.sec.gov. You can search this site by our firm name or by a unique identifying number known as the CRD number. The CRD number for Lakeview Financial Group is 139594.

When the term “registered” is used in this Wrap Brochure, it does not imply a certain level of skill or training.

To obtain our firm Brochures and Brochure supplements (information regarding each of our financial advisors), our Notice of Privacy Practices, or a summary of the firm’s Disaster Recovery Plan, please telephone us at (206) 729-1700, email us at info@lakeview-financial.com or mail your request to the address shown above.

Item 2 – Material Changes

The date of our previous annual update to our Brochure was January 30, 2017.

We will ensure that all current Clients receive a Summary of Material Changes to this and subsequent Wrap Brochures within 120 days of the close of our business' fiscal year. A Summary of Material Changes is also included with our Brochures on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Lakeview Financial Group LLC is 175220. We may further provide other ongoing disclosure information about material changes as necessary and will further provide you with a new Wrap Brochure as necessary based on changes or new information, at any time, without charge.

Our Wrap Brochure is free of charge and may be requested by contacting Lisa R. Peters, Compliance Officer of Lakeview Financial Group LLC at (206) 729-1700 or info@lakeview-financial.com.

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Item 4 – Services, Fees and Compensation

- A Lakeview Financial Group LLC (“LFG” “we” or “us” or the “firm”) offers its Clients, pursuant to a wrap program, a comprehensive ongoing service package that includes detailed fact-finding and goal evaluation, creation of a tailored financial plan and investment strategy, education and guidance as needed, coordination with other professional advisors, ongoing review of progress toward goals and investment monitoring and periodic additional financial planning services. Our planning work may include, but is not limited to, exploring the feasibility of a desired retirement date, planning for college expenses, creating an income-oriented investment strategy in retirement, assessing the financial risk of death or disability and managing through a transition such as a career change, loss of a spouse, or sale of a business.

LFG charges its Clients a combined single asset-based fee for our investment advisory services and the brokerage services necessary to custody and trade on a client Client’s account.

Wrap fees for the wrap program are assessed quarterly advance and deducted from client account(s), based on the average assets under management in the preceding quarter. Fees for partial quarters are prorated based on the actual number of days the account was under advisement during the quarter. The maximum annual fee is calculated as follows:

Step-Rate Fee Schedule

Maximum Client Fee				
First	\$0	-	\$500,000	1.25%
Next	\$500,001	-	\$1,000,000	1.00%
Next	\$1,000,001	-	\$2,500,000	0.85%
Next	\$2,500,001		\$5,000,000	0.75%
Next	\$5,000,001		Over	0.50%

Client service fees are generally not negotiable. The step-rate fee established at the client’s initial engagement is based upon a number of factors, including the amount of work involved for planning services and the amount of assets placed under management. Current client relationships and service packages may exist where the fees are higher or lower than the schedule above.

In certain circumstances, for Client accounts that are not actively managed, and are not subject to the schedule above, Lakeview may charge an annual consolidation and reporting fee of .25% to .50%, paid in advance and based on the average value of the account in the preceding quarter.

In addition to compensating us for our financial planning, portfolio management, and other services to you, the wrap fees you pay to us also allow us to pay to Fidelity for the brokerage services it provides to you, a flat dollar per trade fee for purchasing or selling a security.

- B** The program may cost you the same or less than purchasing our investment advice and Fidelity's brokerage services separately.
- C** Our wrap fee does not cover the fees and costs listed below, which may apply to assets in your enrolled accounts to which our wrap fee also applies, and to transactions in your accounts.
- Commissions and other fees for services provided by broker-dealers other than Fidelity for transactions executed or effected by or through them. You will be responsible for paying any commissions and other fees or compensation charged by broker-dealers other than Fidelity. Because you will pay our wrap fee in addition to any commissions and/or other charges paid to broker-dealers other than Fidelity who execute transactions for your account, we may have an incentive to execute transactions for your accounts through Fidelity, and this incentive could, in some circumstances, conflict with our duty to seek best execution. Best execution is only material for trades of individual stocks, exchange traded funds, and closed-end funds. Best execution is not pertinent to mutual fund trades as they execute at the end of the trading session.
 - Internal fees charged by mutual fund companies, ETFs, third party investment managers, closed-end funds and other collective investment vehicles.
- D** The total amount of transaction costs that we pay to Fidelity in any given time period, are not identical across each client relationship. Therefore, the costs and benefits for the wrap fee arrangement may vary from client to client.

Because we pay Fidelity's transaction fees, there is an incentive to make fewer trades in client accounts thereby lowering the transaction fees we pay Fidelity. This represents a conflict of interest. However we stand by our fiduciary duty to manage accounts in such a way that we believe would be in the Clients' best interest.

Item 5 – Account Requirements and Types of Clients

There is no minimum account size, but the Comprehensive Advisory Service package is most suitable for Clients who desire integrated financial advice, and who have, or expect to have, assets for investment management of \$500,000 and above. We provide financial planning and investment management services to individuals and families.

Item 6 – Portfolio Manager Selection and Evaluation

- A** LFG Advisors design and monitor a number of proprietary investment strategies for client portfolios under the Comprehensive Advisory Service Package. The strategies vary by the degree of risk, tax sensitivity, and income orientation. Together with the client we choose the strategy that we believe best meets his/her stated personal financial goals, time-horizon, risk tolerance and desire for socially screened investments. During

reviews we discuss the risk and return attributes of the strategy with the client to validate that it is appropriate or make changes as directed by the client. LFG Advisors also identify the specific securities, primarily pooled investments like mutual funds and exchange traded funds that make up the strategies. LFG Advisors consider the following factors in selecting mutual fund managers: the manager's organization, investment team, investment philosophy, investment process, portfolio construction and holdings, liquidity features, correlation with other investments, historical performance, fee structure and over-all cost. We may eliminate and add fund managers due to factors such as a change of fund management of fund objective, a negative development within the management of the firm, or under-performance relative to a benchmark. Generally, we are authorized to use our discretion in selecting or changing a portfolio manager within the account without prior approval from a Client. However, LFG will follow Client's preferences for excluding specific investments or to minimize the capital gains impact of trading in taxable accounts as noted in his/her most recent signed investment policy statement.

LFG does not calculate fund performance, but relies on a third-party, Morningstar, Inc, to conduct and present performance information that is calculated on a uniform and consistent basis.

- B** LFG Advisors manage the portfolios of client's participating in LFG's wrap program. A conflict exists in this relationship. Because LFG pays for the trade ticket charges and other trade costs, LFG is dis-incentivized to make trades in a client's account. LFG Advisors are held to the fiduciary standard and LFG's chief compliance officer and the LFG investment committee monitors performance in the same manner that all other LFG Advisor activities are monitored. Those clients who engage LFG for the Comprehensive Advisory Service will have their portfolios managed within the wrap fee program. LFG Advisors are not selected to be portfolio managers.

Item 7 – Client Information Provided to Service Providers

As the custodian, Fidelity will have access to all of the Client's relevant account information. We have retained a firm, Orion, which offers consolidation, performance reporting and billing services. Orion may have access to client account data and some personal information.

Our planning and investment management services are based on the completeness and accuracy of the information Clients have provided to us, including, but not limited to, information about their financial situation, time horizon, and risk tolerance. Implementing tax-sensitive investment strategies relies on having accurate information about the Client's overall tax situation as well as the tax basis of the securities in the Client's account. If Clients have any changes to their financial or tax situation, they should contact us immediately to ensure we are managing their account and identifying tax savings opportunities based on the most accurate information available. We do not provide specific tax advice, but when appropriate, we do consult with your CPA in formulating recommendations that impact taxation.

Item 8 – Client Contact With Portfolio Managers

Clients should contact their LFG Advisor regarding any questions associated with their account, or to update their investment policy statement or any of the other information associated with their account.

LFG is responsible for all investment advice provided for a Client's account. We will also provide Clients with information about the management of their account from time to time, but, absent special circumstances, mutual fund managers do not meet with Clients or answer Client questions directly.

Item 9 – Additional Information

Disciplinary Information

LFG is required to disclose all material facts regarding any legal or disciplinary event that would be material to your evaluation of our firm, or the integrity of our management. No principal or person associated with LFG has any information to disclose which is applicable to this Item.

Other Financial Industry Activities and Affiliations

As disclosed in Section 5, above, certain advisory representatives are also licensed as RRs with Mutual Securities. Mutual Securities is a registered broker-dealer and FINRA member. In their separate capacity as RRs, advisory representatives may receive commissions for the implementation of recommendations for accounts held at Mutual Securities. Clients are not obligated to implement any recommendation provided by advisory representatives through Mutual Securities.

When acting as RRs of Mutual Securities, the advisor representative's investment recommendations will be limited to investment products offered through Mutual Securities. Other suitable investment products may be available through other broker/dealers or investment advisers at lower costs. A conflict of interest exists because of the duty to provide unbiased advice to LFG Advisory Clients and the potential receipt of commissions on transactions in those Client accounts held at Mutual Securities.

Certain advisor representatives are also licensed as insurance agents in one or more states, either through a licensed general insurance agency or as direct agent representative of a specific insurance company. Those licensed agents may receive usual and customary commissions associated with the sale of insurance products. The conflicts of interest associated with the above arrangements and how these conflicts are addressed are described in Section 5E, above.

That creates a potential conflict of interest, however, with respect to limiting sales or purchases within client accounts in order to lower costs to the firm. As a fiduciary, and consistent with LFG's Code of Ethics and policies, LFG will only make appropriate changes in client portfolios that it deems to be in the client's best interest.

Additionally, on occasion Advisor Rob Lane may refer an individual client needing legal services to an attorney and receive a referral fee. This creates a potential conflict of interest. However as a fiduciary, and consistent with LFG's Code of Ethics and policies, Mr. Lane will only make such a referral when it is in the client's best interest.

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

LFG has adopted a Code of Ethics, expressing the firm's commitment to ethical conduct, professionalism, objectivity, and foremost, upholding our fiduciary duties to Clients. Each member of our firm is bound to adhere to these principles:

Principle 1 – Our Fiduciary Duty Always act in the best interests of every Client. It is through placing our Client's interest first, that we earn their trust.

Principal 2 – Integrity and Respect Act with integrity and respect when dealing with Clients, prospects, team members and others. Be courteous.

Principle 3 – Objectivity, Independence, and Fairness Be objective and impartial in providing advice and recommendation to Clients. Seek to preserve our firm's independence. Eliminate conflicts of interest when possible and disclose any conflicts that exist.

Principle 3 – Competence and Advancement Strive to maintain and continually enhance professional education, knowledge and skills. Recognize the limitations of that knowledge by consulting with others or making the appropriate referral. Provide services to Clients diligently, in a timely and thorough manner.

Principle 4 – Confidentiality Protect the privacy of the Client's financial information. Do not disclose any confidential Client information without the specific consent of the Client unless we are required to for proper legal proceedings.

Participation or Interest in Client Transactions and Personal Trading

LFG allows individuals associated with our firm to buy or sell securities for their personal accounts identical or different than those we might recommend to you. However, it is the expressed policy of LFG that no member of the firm shall prefer her or his own interest to that of an advisory Client, nor make personal investment decisions based on investment decisions of advisory Clients.

To supervise compliance with this policy, we complete and review annual securities holding reports and quarterly securities transactions reports for the licensed individuals in the firm.

Review of Accounts

Accounts are reviewed by Lisa R. Peters who is responsible for overseeing all regulatory compliance for the firm. See Ms. Peters' Form ADV Part 2B, Item 2 for more information about her. The frequency of reviews with the client is determined based on the Client's financial

circumstances. Accounts are generally reviewed quarterly, but in any event, no less than annually.

More frequent reviews may be triggered by a change in Client's investment objectives, tax considerations, large deposits or withdrawals, large sales or purchases, or changes in the economic climate.

Investment advisory Clients receive standard account statements from the custodian of their accounts on a monthly basis. LFG may also provide Clients periodic written reports summarizing the account activity.

Client Referrals and Other Compensation

We do not compensate, nor receive compensation from, any third parties in connection with any services we provide for Clients, including referrals. Neither LFG nor its related persons directly or indirectly compensate or receive compensation that is disclosable pursuant to this Item.

Financial Information

Under no circumstances will LFG collect more than \$1,200, more than six months in advance of services from any Client.

LFG has discretionary authority over Client funds and securities. LFG has no financial commitments that would impair its ability to meet contractual and fiduciary commitments to Clients.

Neither LFG, nor any of the principals, have been the subject of a bankruptcy petition at any time in the past.