

Part 2B of Form ADV: *Brochure Supplement*

Item 1 Cover Page

Charles Lanza
Crescent Advisor Group, Inc.
d/b/a Integrity Capital Advisory, LLC
d/b/a Hast Financial Group
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Plano, TX 75093
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Part 2B of Form ADV - Brochure Supplement

December 26, 2024

This brochure supplement provides information about Charles Lanza that supplements the Crescent Advisor Group, Inc. brochure. You should have received a copy of that brochure. Please contact Crescent Advisor Group, Inc. if you did not receive Crescent Advisory Group, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Charles Lanza is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2, Educational Background and Business Experience

Charles Lanza is a graduate of the University of Notre Dame where he received a BA in Sociology. Mr. Lanza is an Investment Advisor Representative who founded Integrity Capital Advisory, LLC in 2009. Charles is an Investment Advisor Representative and Registered Representative who holds Certifications for Series 7 (General Securities Representative), Series 65 (Registered Investment Advisor), and Series 63 (Registered Securities Agent). Integrity Capital Advisory, LLC seeks to provide careful stewardship of client financial assets through diversified, high-quality traditional and non-traditional investment options. We are mindful of capital preservation whether it's seeking current income or powerful, risk-adjusted returns, and aim to provide consistent portfolio oversight and communication with clients.

Business Background for preceding five (5) years:

2011-2023	Registered Representative, Titan Securities
2009-Present	Integrity Capital Advisory, LLC, Managing Partner
2023-Present	Realta Equities Inc. (f.k.a. Coastal Equities, Inc.), Registered Representative

Item 3 Disciplinary Information

No information to report

Item 4 Other Business Activities

Mr. Lanza is an active investor in Medico PS, LLC a durable medical equipment supplier. He is the managing partner of Integrity Capital and does business as such. He is also involved in institutional insurance sales as a partner with Hast Financial Group.

Mr. Lanza receives commissions, bonuses, or other compensation in the form of cash based on the sale of securities or other investment products as a registered representative of Realta Equities Inc. (f.k.a. Coastal Equities, Inc.). Such commissions, bonuses, or other compensation may include service or trail fees from the sale of mutual funds. This practice may provide Charles with an incentive to recommend investment products based on the compensation received rather than on the client's needs.

Item 5 Additional Compensation

Nothing to report

Item 6 Supervision

Investment Advisor Representatives are supervised on an ongoing basis. All advisory accounts are monitored on a systematic random basis, are reviewed by the investment advisor representative, and reviewed no less than quarterly by a designated principal of the firm. More active accounts and larger accounts may be reviewed on a more frequent basis.

Supervision of investment advisor representatives consist of reviews of advisory accounts on a transactional basis to insure that each transaction is (1) suitable to the respective client's investment objectives; (2) meets that client's quality standards; and (3) to make certain the activity is consistent with their financial profile.

All communications with advisory clients are also monitored and reviewed on an on-going basis to ensure the investment advice being given is appropriate for each advisory client.

Person Responsible for Supervision of Investment Advisor Representative

Nick Duren
President
(972) 490-0150