

**Shope Advisors Group
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**Firm Brochure
(Parts 2A and 2B of Form ADV)**

**Item 1
Firm Brochure Cover Page**

This brochure provides information about the qualifications and business practices of Shope Advisors Group, a Registered Investment Advisor firm. If you have any questions about the contents of this brochure, please contact us at (315) 701-5857. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority. References herein to Shope Advisors Group as a registered investment advisor, or any reference to being registered, does not imply a certain level of skill or training.

Additional information about Shope Advisors Group is available on the SEC's website at www.adviserinfo.sec.gov.

February 1, 2024

Shope Advisors Group

Item 2 - Material Changes

Annual Update

As required by Securities and Exchange Commission (SEC) regulations, this Firm Disclosure Document for Shope Advisors Group (SAG) is subject to ongoing review by the Firm's management. As a component of the Firm's review process, this Material Changes section of the brochure is updated at least annually, or more frequently, if/when material changes have occurred since the previous release of the Disclosure Document. In the event there have been material changes, clients of Shope Advisors Group will receive a copy of this Material Changes page reflective of those changes.

Material Changes since the Last Update

The Shope Advisors Group Disclosure Document and Brochure Supplement has been reviewed by Firm management in accordance with SEC requirements. As determined by that review, there was a material change in the staffing at SAG. The change was announced to all clients via email or USPS mail stating the following changes:

- Stephen C. Shope's, IAR, planned retirement at the end of 2023.
- Michelle L. Shope's hiring as of January 2, 2024.
-

Michelle will support the daily operation of SAG. She plans to become Series 65 registered with the ultimate goal of becoming the CCO for SAG.

In the event that other significant changes should occur prior to its next annual review, Shope Advisors Group will forward to its clients copies of this Material Changes section outlining those changes specifically, in keeping with regulatory requirements.

Full Brochure Available

The Shope Advisors Group Firm Brochure, which is comprised of Form ADV Part 2A, Part 2B Brochure Supplement and Part 3 (Client Relationship Summary or Form CRS), is available at no charge anytime upon request. While our Forms 2A and 2B outlining the history and qualifications of our Firm and its advisors may be offered as separate free-standing documents, Shope Advisors Group has elected to incorporate its Parts 2A and 2B into a single, but segregated document. Part 3 is maintained as a freestanding, addendum to the Firm Brochure. If you would like to receive a copy of our complete Firm Brochure and Brochure Supplement, please contact us by telephone at (315) 701-5857.

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Form ADV Part 2B Brochure Supplement

James R. Shope III, CFP®

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Item 4 - Advisory Business

Firm Description

Shope Advisors Group, hereinafter referred to as SAG, Advisor or Firm, was founded in 2007 and is a wholly owned subsidiary of Shope Financial Planning, Inc., hereinafter referred to as SFP. SAG provides personalized, confidential financial planning and investment management to the following groups which includes, but is not limited to: individuals, pension and profit-sharing plans, trusts, estates, charitable organizations and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, investment management, education funding, retirement planning, and tax and estate planning information. SFP is in the business of selling primarily mutual funds and exchange traded funds, but can also sell stocks, bonds, annuities, insurance, or other commissioned products. SFP may receive some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients. SAG directly compensates clients for client referrals as described in the "Client Referrals and Other Compensation" section of this report. Investment advice is an integral part of financial planning. In addition, SAG advises clients regarding cash flow, college planning, retirement planning and provides information on tax planning and estate planning. Investment advice is provided by SAG, but the client makes the final decision on investment selection. SAG does not act as a custodian of client assets. The assets to be managed by SAG will be held in a custodial account established by the client with National Financial Services, LLC, 200 Liberty Street, NY, NY 10281. An evaluation of each client's initial situation is provided to the client, often in the form of a Personal Financial Planning report. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended. Other professionals (i.e. lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur. The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the client.

Principal Owners

James R. Shope III, CFP® is a 100% stockholder of Shope Financial Planning, Inc. and Shope Advisors Group.

Types of Advisory Services

SAG provides investment supervisory services, also known as asset management services; furnishes investment advice through consultations; and prepares charts, graphs, formulas, or other devices which clients may use to evaluate securities. On more than an occasional basis, SAG furnishes information to clients on matters not involving securities, such as financial planning matters, taxation issues, and trust informational in nature and the client is asked to consult with an attorney or accountant for official advice in these areas. SAG does not provide a market timing service. SAG's

philosophy is centered on creating a diversified and balanced portfolio. SAG maintains a view of the markets that ranges from medium to long term in scope. Therefore, we expect substantial fluctuations in portfolio values in the course of our business relationships. Your initial balance between equities, fixed income, and cash is determined upon the completion and review of your financial plan. We do not expect clients to “jump” in and out of the market during “normal” market fluctuations. However, if your financial circumstances do change, we will offer to update your financial plan which may indicate a change in your portfolio balance between equities, fixed income, and cash. If you are on a periodic distribution plan, we may call you in the event of extreme market conditions to suggest you liquidate some securities in order to have cash available for a period of time.

As of December 31, 2023, SAG manages approximately 50.5 million dollars in assets for approximately 83 clients, all managed on a non-discretionary basis.

Tailored Relationships

The goals and objectives for each client are documented in our client contact management system. Financial Plans are created that reflect the stated goals and objectives. To a very limited extent, clients may impose restrictions on investing in certain securities or types of securities. Agreements may not be assigned without client consent.

Types of Agreements

The following agreements define the typical SAG client engagements:

Financial Advice Agreement

Financial advice is an entry level of service where we will have one to two meetings to help you understand your current financial situation and give you one-time advice to guide you as to how we think you can best meet your goals and objectives. You will be required to implement changes and monitor your financial situation in the future.

The financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations.

Detailed investment advice and specific recommendations are provided as part of this financial advice. Implementation of the recommendations is at the discretion of the client.

Since financial advice planning is a discovery process, situations occur wherein the client is unaware of certain financial exposures or predicaments. SAG recommends that the client contact our office when they discover material changes in their financial

position which differs from the information initially provided to SAG. Additional fees may apply as this information was not disclosed at the time of the initial engagement.

After delivery of a financial advice plan, future face-to-face meetings may be scheduled as necessary for an additional fee.

Financial Planning Through Our Advisory Service Agreement

Most clients choose to have SAG manage their assets in order to obtain ongoing in-depth advice and life-long planning. All aspects of the client's financial affairs are offered to be reviewed. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

The scope of work and fee for an Advisory Service Agreement is provided to the client in writing prior to the start of the relationship. An Advisory Service Agreement includes: cash flow management; investment management (including performance reporting); education planning; retirement planning. Also provide information on estate planning; and tax preparation, as well as the implementation of recommendations within each area.

The annual Advisory Service Agreement fee is based on a percentage of the market value of all assets in the Account according to the following schedule:

Less than \$100,000	1.15% annually of assets under management
\$100,000 to \$499,999	0.90% annually of assets under management
\$500,000 to \$999,999	0.81% annually of assets under management
\$1,000,000 and over	0.73% annually of assets under management

The "assets under management" figure is calculated by adding up the entire account value of all of the client's accounts in which an investment management agreement has been signed. If a client only has one advisory account, then the full value of that account will be used in the calculation.

The minimum annual fee is \$287.50. Current client relationships may exist where the fees are higher or lower than the fee schedule above.

Although the Advisory Service Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client's discretion. The client or the investment manager may terminate an Agreement, during business hours, by verbal consent or by written request. Written requests must include an original signature and be dated.

Retainer Agreement

Not applicable to the scope of our business relationships.

Tax Preparation Agreement

Tax preparation work is not included in the Advisory Service Agreement or Retainer Agreement scope of work. Clients are responsible for preparing and filing all tax documents.

Hourly Planning Engagements

See “Consulting Fees” under Item 5 – Fees and Compensation section of this document.

Asset Management

Assets may be invested primarily in institutional, no-load, or load waived mutual funds and exchange-traded funds (ETFs), usually through brokerage firms or fund companies. Fund companies charge fund shareholders internal expenses that are disclosed in the fund prospectus. Brokerage firms, such as Leigh Baldwin & Co. LLC, may charge a transaction fee for the purchase of funds.

Investments may also include, but are not limited to: equities (stocks), rights and warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (variable life insurance, variable annuities, and mutual funds shares), U. S. government securities, options contracts, futures contracts, and interests in partnerships.

Initial public offerings (IPOs) are generally not available through SAG.

Termination of Agreements

A Client may terminate any of the aforementioned agreements at any time by notifying SAG verbally or by mail. We do not accept e-mail, text messaging, nor voice mail as a means of terminating an advisory relationship. If the client made an advance payment, SAG will refund any unearned portion of the advance payment (see details in Fee Billing section below).

Item 5 - Fees and Compensation

Description of Fees

SAG bases its fees on a percentage of advisory assets under management or on a one-time fee for each individual consultation (i.e. Financial Advice). The Advisory Service Agreement fee will be a percentage of the closing market value of all assets in the account on the last trading day of each calendar quarter. There are other applicable fees such as annual IRA custodial fees, checking feature fees, inactivity fees, ticket charges, confirmation fees, fees to receive paper copies of your monthly/quarterly statements, account closing fees, etc. Our goal is to keep fees to a minimum and will inform you in advance of any fee when at all possible.

Fee Billing

Client Advisory Fees are charged to the account at the beginning of each calendar quarter. The client agrees to keep enough cash available in the account to pay each quarterly fee.

ADVISORY ACCOUNT FEES

Advisory Account client fees are charged to the account at the beginning of each calendar quarter.

If a client opens his/her account partially through a quarter, a partial fee will be billed to the client's account on a pro rata basis at the beginning of the next quarter.

If a client closes his/her account prior to the end of a quarter in which an advisory fee was charged, a partial fee will be refunded to the client's account on a pro rata basis.

The client agrees to keep enough cash available in the account to pay each quarterly fee.

CONSULTATION FEES

Consultation fees are applicable when investment and/or financial planning services are requested by a non-advisory account client. Consultations include, but not limited to, responding to requests made by the client to prepare retirement planning documentation or review: current investment portfolio holdings, estate planning documents, employer sponsored retirement plan investment options, or pension plan payout options. Consultation services are NOT to be considered as continual financial planning services and updates will only be provided at the client's request. These services are provided as follows:

1. Each consultation is billed at an hourly rate of \$250/hour. Any future update requests will result in an additional charge.
2. Preparing a formal retirement plan report. This includes gathering pertinent financial information such as: risk tolerance, tax bracket, monthly retirement spending income need, social security and pension figures, and financial assets. Once the report has been completed, the results will be presented to the client and a printed or electronic copy will be provided. This cost for the initial retirement plan is \$1250 and future updates are billed at \$375. Five hours of consultation time is included to gather information, prepare the plan, and present the results. If additional time is required, it is billed at \$250/hour.

Consultation Fees are billed after the services have been performed and only provided on an "as and when requested" basis.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

SAG, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (i.e. historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, etc.).

New Advisory Service Agreement fees are calculated on a formula basis and are not adjusted for complexity of individual situations.

Expense Ratios

Mutual funds, if used, generally charge a management fee for their services as investment managers and is commonly referred to as the expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. Performance figures quoted by mutual fund companies in various publications are generally after the expense ratio has been deducted. These fees, if present, would be in addition to the advisory fees paid by a client to an advisor.

Past Due Accounts and Termination of Agreement

SAG reserves the right to stop work on any account that is more than 90 days overdue. In addition, SAG reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in SAG's judgment, to providing proper financial advice.

Item 6 - Performance-Based Fees

Performance-Based Fees

SAG's fees are not based on a share of the capital gains or capital appreciation of managed securities. In addition, the Firm does not use a performance-based fee structure because of the potential conflict of interest since performance-based compensation may create an incentive for the advisor to recommend an investment that may carry a higher degree of risk to the client.

Item 7 - Types of Clients

Description

SAG generally provides investment advice to individuals. However, it can provide investment advice to banks or thrift institutions, investment companies, pension and profit-sharing plans, trusts, estates, or charitable organizations, corporations or business entities and churches. Client relationships vary in scope and lengths of service.

Account Minimums

The minimum account size to open an account is \$500,000 (this asset level can be lower at the discretion of the individual IAR) of assets under management, which equates to an annual fee of \$4,040.00. Clients receiving ongoing asset management services will be assessed a \$287.50 minimum annual fee.

Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

In developing investment strategies for advisory clients, the Firm may employ long- or short-term purchases and margin accounts. The development of these strategies is based on research developed by the Firm from a variety of information sources, including many available through the Internet. These information sources include financial publications, research acquired from outside sources such as Morningstar mutual fund and stock information, corporate rating services and company press releases along with annual reports, prospectuses and SEC filings. Investment strategies developed using these sources are generally long-term in nature and do not seek to make trades focused on short-term benefits.

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation utilizing a core and satellite approach. Normally, we use actively managed funds, as well as, exchange-traded index funds. We may recommend other types of investment products. Most portfolios are globally diversified to control the risk associated with investing in solely domestic markets.

The investment strategy for a specific client is based upon the objectives and risk tolerance stated by the client during consultations. The client may change these objectives at any time. Each client executes a Personal Financial Plan that documents their objectives and their desired investment strategy.

Risk of Loss

All investment programs have certain risks that are borne by the investor. SAG's investment approach constantly keeps the risk of loss in mind relative to each client's risk tolerance. Clients may face any or all of the following investment risks in the pursuit of their financial objectives:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.

- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Item 9 - Disciplinary Information

Legal and Disciplinary

Neither the Firm nor any of its associated persons have been involved in any legal or disciplinary events related to past or present investment clients.

Item 10 - Other Financial Industry Activities and Affiliations

Financial Industry Activities

SAG is an SEC-registered investment advisory firm registered to conduct advisory business in the State of New York. Advisory service may be provided to clients in other states in compliance with registration requirements of those respective states as well. The Firm is not registered as a securities broker/dealer, a futures commission merchant, commodity pool operator or commodity trading advisor.

Affiliations

SAG is a wholly owned subsidiary of SFP and maintains affiliations with Leigh Baldwin & Co. LLC, a FINRA-registered broker/dealer, and National Financial Services LLC, its custodian and clearing firm for advisory client accounts.

Outside Business Activities

Investment Advisor Representatives (IARs) of SAG are also Registered Representatives of Leigh Baldwin, a FINRA-registered securities broker/dealer, and are licensed as life and/or health insurance agents in the State of New York. These activities are in addition to their responsibilities as IARs of SAG and they may be compensated for these activities through separate, standard commissions for the sale of securities, insurance and insurance-related products and services in conjunction with, but separate from, their advisory activities through SAG.

Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics

The Firm places the utmost priority on maintaining high standards of integrity and professionalism by its associated persons in the conduct of its advisory business. The greatest asset held by this Firm is the trust and confidence placed in it by the clients. It is incumbent upon all members of the Firm to maintain, further and adhere to the tenet that the clients' interest is paramount in all that we do. SAG has formulated and implemented procedures to ensure that these fiduciary obligations are met. In addition, since some associated persons of SAG have received the CFP® Certification from Certified Financial Planner Board of Standards, Inc., it is the policy of the Firm to incorporate into its Code of Ethics the principles of CFP Board's Code of Ethics and Standards of Conduct, as updated and amended in 2019. The CFP Board's Code of Ethics and Standards of Conduct may be reviewed online at <https://www.cfp.net/for-cfp-professionals/professional-standards-enforcement/code-and-standards>.

The Firm's Code of Ethics establishes ethical guidelines for its employees and advisors to adhere to relative to the following key areas of its advisory operations:

Compliance	Personal Securities Transactions
Insider Trading	Rumor Mongering
Conflicts of Interest	Outside Business Activities
Gifts and Entertainment	Code Violation Reporting and Sanctions
Recordkeeping	

All associated persons of SAG are committed to its Code of Ethics, which is available in its entirety for review by clients and prospective clients at any time. Copies of the Code may be obtained by written request sent to Shope Advisors Group, 5014 West Genesee Street, Camillus, New York 13031 or by calling SAG's office at (315) 701-5857 during normal business hours. A copy will be forwarded promptly upon receipt of a request.

Participation or Interest in Client Transactions

Associated persons of SAG may buy or sell securities in their personal accounts that are also held by clients but may not trade their own securities ahead of client trades. When

transacting trades within personal accounts, associated persons must comply with all trading provisions outlined in the Firm's Written Policy and Procedures Manual.

Associated persons of the Firm are also prohibited from executing principal transactions in which the advisor, acting as principal for its own account or for the account of an affiliated broker/dealer, buys securities from or sells securities to an advisory client.

Personal Trading

SAG has designated James R. Shope III, CFP® as the Firm's Chief Compliance Officer. As such, he reviews all employee trades each quarter. His personal trades are reviewed by Leigh Baldwin & Co.'s Compliance Department. Personal trading reviews ensure that the personal trading of the Firm's associated persons does not affect the markets and that clients of the Firm receive preferential treatment. Since most associated person's trades are small mutual fund trades or exchange-traded fund trades, they are not likely to have a significant impact on the securities markets as a whole.

Item 12 - Brokerage Practices

Selecting Brokerage Firms

As previously stated, SAG utilizes National Financial Services to implement trades for its advisory clients. The Firm reserves the right, however, to recommend other custodial firms to clients if it is determined that current relationships do not meet a client's specific needs and the alternate custodian(s) has a proven record of integrity and financial responsibility, along with their best execution of orders at reasonable commission rates.

SAG does not have any affiliation with product sales firms. Specific custodian recommendations are made to clients based on their need for such services. SAG recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates.

Best Execution

SAG depends on our affiliated clearing firm, National Financial Services, its advisory account custodian, to execute the best trades possible. In addition to best execution reviews by the custodian, SAG's Chief Compliance Officer may conduct periodic reviews of their trading efficiencies utilizing Rule 605 or Rule 606 reports drawn from publicly available data. If any issues of potential concern are noted in these reports, relative to trading activities effecting the Firm's advisory clients, they are addressed by the Chief Compliance Officer directly with the custodian at that time, resolved immediately in the client's favor and all relevant information documented accordingly.

Soft Dollars

Soft dollar practices generally refer to arrangements under which investment advisors or money managers obtain products or services (other than execution of securities transactions) from or through a broker/dealer in exchange for the advisor directing client brokerage transactions to that broker/dealer. At this time, SAG does not have

any soft dollar arrangements in existence that meet this definition of soft dollar arrangements.

Order Aggregation

The aggregation or “blocking” of client transactions allows an advisor to execute transactions in a more timely, equitable and efficient manner. When deemed appropriate and/or beneficial to its clients, the Firm may execute block trading within client portfolios. Most SAG trades, however, are in mutual funds or exchange-traded funds where trade aggregation does not garner any client benefit. If an IAR does elect to execute a client trade as a component of a block trade, the Firm has established specific procedures to govern block trade activities.

Item 13 - Review of Accounts

Periodic Reviews

SAG’s IARs continuously monitor the composition and performance of their clients’ portfolios as a key component of the Firm’s ongoing service commitment to its clients. In addition to quarterly reviews by the advisors, they are required to meet with their clients at least once a year, either in person or via telephone, to determine if there are any investment objective changes and to ensure the clients are provided with an annual written notice advising them to notify the advisor of any material changes in investment objectives. Reviews may be performed more frequently in response to client requests or at any time when the Firm or the advisor feels that specific events or market conditions dictate a need to do so.

Review Triggers

The Firm’s advisors monitor economic and market conditions, perform due diligence reviews of securities and financial products and investigate significant gains or losses in client portfolios. Concerns in any of these areas, changes in tax laws and/or changes in client objectives or suitability may trigger the need for off-cycle account reviews with clients as well.

Regular Reports

SAG’s advisors consider each client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client. Clients receive periodic reports on their advisory accounts on at least an annual basis in addition to quarterly account statements. Clients may also obtain account performance information directly online.

Item 14 - Client Referrals and Other Compensation

Incoming Referrals

SAG has been fortunate to receive many client referrals over the years. The referrals came from current clients, professionals, employees, personal friends of employees and other similar sources. The Firm only compensates current advisory clients for these referrals. A client’s advisory fee may be reduced by one basis point for each new

advisory client obtained as a result of a referral. The fee reduction will remain for the term of the relationship with the referring client.

Referrals Out

SAG does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them by the Firm.

Other Compensation

SAG does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Item 15 - Custody

Account Statements

It is the Firm's policy to have custody over client assets only to the extent that it requests the client's custodian to deduct advisory fees directly from the client's account(s), when authorized by the client, in lieu of fees being billed directly to the client for payment. As previously stated, all advisory client assets are held at National Financial Services, which is a qualified custodian according to SEC's definition. The custodian provides account statements directly to the clients at their address of record at least quarterly, with copies forwarded to SAG.

Performance Reports

Clients are urged to review the performance of their investments as reported on their account statements received directly from their account custodian. These statements, along with market and portfolio performance, are reviewed with each client during periodic account reviews with their respective advisor.

Net Worth Statements

Clients are frequently provided with financial plans that are generated from our client relationship management system. Financial plans may or may not contain approximations of bank account balances based on information provided by the client as well as the value of land and hard-to-price real estate. The financial plans are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks.

Item 16 - Investment Discretion

Discretionary Authority for Trading

SAG does not accept discretionary authority to manage securities accounts on behalf of clients. SAG does not have the authority to execute, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. However, SAG consults with the client prior to each trade to obtain concurrence as a blanket trading authorization has not been given.

The client approves the custodian to be used and the fees of the custodian. SAG does not receive a great portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Discretionary trading authority facilitates placing trades in your accounts on your behalf so that an advisor may promptly implement the investment policy that you have approved in writing. As stated above, SAG does not provide discretionary trading.

Limited Power of Attorney

A limited power of attorney is a trading authorization for this purpose. SAG will NOT act as a limited power of attorney on your behalf.

Item 17 - Voting Client Securities

Proxy Votes

SAG does not vote proxies on securities. Clients are expected to vote their own proxies and account custodians are instructed to forward all proxy related materials directly to the clients or their duly appointed surrogates. When assistance on voting proxies is requested, SAG will provide recommendations to the client. If any conflict of interest might exist relative to advising the client on proxy issues, it will be disclosed to the client.

Item 18 - Financial Information

Financial Condition

SAG does not have any financial impairment that will preclude the Firm from meeting its contractual commitments to its clients.

A balance sheet is not required to be provided since SAG does not serve as a custodian for client funds or securities and does not require prepayment of fees of more than \$600 per client and six months or more in advance.

Item 19 – Business Continuity Plan

General

SAG has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

Disasters

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily with weekly archives stored offsite.

Alternate Offices

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

Loss of Key Personnel

In the event of the death or prolonged disability of an officer or Investment Advisor Representative of the Firm, administrative and client advisory service functions would be assumed in their entirety by the surviving officer of SAG.

Upon medical determination that an IAR's medical condition will not permit him to continue functioning in his various capacities with SAG, the Secretary of the firm will work diligently to obtain the necessary licenses and registrations to continue operation of the business and taking care of the clients. The Secretary will likely work with the investment advisory team at Leigh Baldwin Advisory Services to assure the clientele continues to be serviced. A decision will be made as to whether to transfer all clients to Leigh Baldwin Advisory Services or to continue operating SAG as a standalone advisory services business.

Item 20 – Information Security Program

Information Security

SAG maintains an information security program to reduce the risk that your personal and confidential information may be breached.

Privacy Notice

SAG is committed to maintaining the confidentiality, integrity and security of personal information entrusted to us by current and potential clients. We have always treated personal information as confidential. We exercise the same care dealing with personal information that we use in dealing with our own confidential information. When you provide personal information to SAG, we believe that you should be aware of our policies to protect the confidentiality of this information.

We are committed to providing you, our client, with the finest products backed by consistent top-quality client service. While information is fundamental to our ability to do this, we recognize the great importance of keeping your personal information secure.

Accordingly, these are the principles SAG has established for the collection and sharing of consumer information.

Personal information is protected by SAG in a number of important ways. SAG takes substantial precautions in seeking to ensure that our systems are secure and that they meet industry standards, including the application of firewalls for our internet-based systems. When appropriate, SAG employs the use of encryption technologies, user

authentication systems (i.e. passwords and personal identification numbers) and access control mechanisms.

Additionally:

- We collect and use client information only to the extent needed to conduct our business and to meet the highest quality service standards.
- We require any organization that helps us serve our clients to meet our privacy standards.
- We exchange client information with nonaffiliated entities only to the extent required or permitted by law, for administrative purposes of risk management, verification, underwriting, and to detect and prevent fraud.

We obtain information about you, our client, from your applications, transactions, and other interactions with us. We will obtain and use this information only in accordance with applicable law or in the response to your request for a contract with us. The information we gather helps us identify who you are, manage our relationships with you, and develop products and services that meet your needs.

We are dedicated to serving our clients' needs for privacy as well as for creating products that they might find valuable. We do NOT share our clients' non-public personal information with nonaffiliated companies except as otherwise permitted to as required by law. We will not reveal our client information to any external organization unless we have previously informed our client in this or other disclosures or agreements, have been authorized by our client, or are otherwise required by law.

We will monitor our practices to ensure that our clients' privacy is respected. We will also conduct our business in a manner that meets the privacy regulations of any state or jurisdiction in which we do business.

**Shope Advisors Group
5014 West Genesee Street
Camillus, New York 13031
(315) 701-5857
(315) 701-5928 Fax**

**Brochure Supplement
(Part 2B of Form ADV)**

Item 1

**Brochure Supplement for
James R. Shope III, CFP®**

This brochure supplement provides information about James R. Shope III, CFP® that supplements the Shope Advisors Group Form ADV Part 2A Brochure. You should have received a copy of that brochure. Please contact James Shope if you did not receive one or if you have any questions about the contents of this supplement. Additional information about James R. Shope III, CFP® is available on the SEC's website at www.adviserinfo.sec.gov.

February 1, 2024

Item 2 – Educational Background and Business Experience

Education and Business Standards

Shope Advisors Group requires that advisors must be full-time associates of the Firm, have a thorough background in financial services gained through degree and/or industry experience and participate on an ongoing basis in related coursework or training focused on furthering their knowledge of investment, financial and tax planning concepts. Examples of acceptable coursework objectives include advanced degrees and/or professional designations such as MBA, CFP®, CFA, ChFC, JD, CTFA, EA or CPA. Upon achieving one or more of these advanced degrees or industry- recognized professional designations, advisors are required to participate in ongoing continuing education programs sufficient to maintain their degrees or designations in a current, active and good standing status. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management along with a demonstrated knowledge of and compliance with federal, state and industry regulations governing the financial industry.

Professional Certifications

Some associated persons of Shope Advisors Group have earned the following professional designations, certifications and/or credentials that are required to be explained in further detail:

Certified Financial Planner®(CFP®): Certified Financial Planners are licensed by the CFP Board of Standards to use the CFP® mark. CFP® certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.
- Maintain ongoing Continuing Education requirements as specified by the CFP Board.

General Securities Representative: General Securities Representatives have passed the Series 7 exam, which is a comprehensive financial securities exam administered by FINRA. Series 7 requirements:

- Sponsorship by a registered firm.
- Four-month minimum employment at sponsor firm.
- Successful completion of the 6-hour FINRA Series 7 exam.
- Successfully pass basic background check

General Securities Principal: Passing this examination (Series 24) qualifies representatives to become general securities principals. In this capacity they may oversee investment business for corporate securities (equities and bonds), mutual funds and annuities.

Uniform Securities Agent State Law Exam: Passing the Uniform Securities Agent State Law Exam (series 63). This examination covers the principles of state securities regulation reflected in the Uniform Securities Act.

Uniform Investment Advisor Law Exam: Passing the Uniform Investment Advisor Law Exam (series 65) is intended to qualify individuals as Investment Advisor Representatives.

State Insurance License: Holding a New York State Life insurance license permits an individual to review and recommend and sell annuities and insurance policies. Maintaining the New York State Insurance license further requires an ongoing commitment to a rigorous biennial continuing education requirement.

James R. Shope III, CFP®, President/Treasurer, CCO

Educational Background:

- Born September 1969
- Post-Secondary Education
 - SUNY Alfred – Associate of Science/Engineering, 1989
 - RIT – Bachelor of Science/Mechanical Engineering, 1991
 - University of Vermont – Master of Science/Mechanical Engineering, 1994
- Previously Attained FINRA Securities Licenses:
Series 7 Series 63 Series 24 Series 65
New York State Licensed Insurance Agent

Professional Designations: Certified Financial Planner®, 2002

Business Experience:

- August 2007 to Present: President, Chief Compliance Officer, Investment Advisor Representative of Shope Advisors Group, an SEC-registered investment advisory firm.
- August 2005 to Present: Registered Representative of Leigh Baldwin & Co. LLC, a FINRA and SIPC member securities broker/dealer.
- November 2005 to Present: President/Treasurer, Shope Financial Planning, Inc., a financial planning firm.
- July 2003 to August 2005: Registered Representative of Wachovia Securities LLC, a FINRA and SIPC member securities broker/dealer.
- September 1999 to July 2003: Registered Representative of Prudential Securities, Inc., a FINRA and SIPC member securities broker/dealer.

Item 3 – Disciplinary Information

Disciplinary Information: Mr. Shope has not been the subject of any financial industry related disciplinary actions.

Item 4 – Other Business Activities

Mr. Shope serves as an officer and managing partner of Shope Financial Planning, Inc., the parent corporation of Shope Advisors Group. In addition, as previously stated, Mr. Shope is a Registered Representative of Leigh Baldwin & Co. LLC and is a New York State-licensed insurance agent. He does not conduct any other outside business activities at this time.

Item 5 – Additional Compensation

As a Registered Representative of Leigh Baldwin & Co. LLC and as a licensed insurance agent, Mr. Shope may be compensated through separate and standard commissions for the sale of securities, life insurance and insurance-related products and services which are in addition to compensation received through Shope Advisors Group.

Item 6 – Supervision

As an Investment Advisor Representative of a registered investment advisory firm, Mr. Shope is ultimately governed by financial industry regulations imposed by the SEC, FINRA and the respective States in which the Firm is currently registered to conduct advisory services. At a functional level, Mr. Shope has been designated as Shope Advisors Group's Chief Compliance Officer and supervises the day-to-day advisory activities of the Firm. In this capacity, he conducts ongoing reviews of the Firm's policies and procedures to ensure its compliance with industry regulations. Mr. Shope can be reached by telephone at (315) 701-5857.

Item 7 – Arbitration Claims

No arbitration actions have been filed against Mr. Shope.

Item 8 - Self-Regulatory Organization or Administrative Proceeding

Mr. Shope has not been a party in any such proceedings.

Item 9 – Bankruptcy Petition

Mr. Shope has not been a party in any bankruptcy proceedings.