

Turner Financial Group, Inc.

December 2024

Customer Relationship Summary

Helping you make an informed decision

Form CRS

Introduction

Turner Financial Group, Inc. ("TFG") is registered with the Securities and Exchange Commission ("SEC") as an investment advisor and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ. It is important for you, our client, to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to "retail" investors, who are natural persons who seek or receive services primarily for personal, family, or household purposes.

This relationship summary offers information to help you make an informed decision about investing with us. It covers the following key questions:

- What investment services and advice can you provide me?
- What fees will I pay?
- What are your legal obligations to me when acting as my investment advisor?
- How else does your firm make money and what conflicts of interest do you have?
- How do your financial professionals make money?
- Do you or your financial professionals have legal or disciplinary history?
- Where can I find additional information?

Terms to know

- An **Investment advisor** is an individual or company who is paid for providing advice about securities to their clients.

What investment services and advice can you provide me?

Investment Advisory Services ■

TFG offers the following investment advisory services to retail investors: *Financial Planning Services, Portfolio Management Services, Selection of Other Advisers, Educational Seminars and Workshops*. Services include the following:

- **Account Monitoring:** We monitor your accounts on an ongoing basis and conduct account reviews at least quarterly.
- **Investment Authority:** We manage investment accounts on a *discretionary* basis, which means we *decide* which investments to buy or sell for your account. For *non-discretionary* arrangements with our firm, we *will obtain your approval* prior to executing any transactions for your account(s).
- **Investment Offerings:** We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.
- **Account Minimums and Requirements:** In general, we do not require a minimum dollar amount to open and maintain an advisory account. However, there is a monthly administrative fee of \$7.25 per account. Please note that some third-party money managers we utilize may require a minimum account size on their platform.

Conversation Starter

Ask your financial professional:

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- How will you choose investments to recommend to me?
- What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?

Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 5, and 16 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/134204> or visiting our website at <https://www.turnerfg.com/>.

Brokerage Services ■

TFG does not offer brokerage services.

What fees will I pay?

TFG may charge asset-based fees, hourly fees or fixed fees for advisory services. Additional fees and costs could include custodian fees, account maintenance and/or administrative fees, fees related to mutual funds and exchange-traded funds, transaction

charges when buying or selling securities and/or other product-level fees associated with your investment. For detailed information about these fees, refer to our Form ADV Part 2A, Items 5 and 6 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/134204>.

- **Asset-based fees** are payable monthly in arrears. Our annual fee schedule is tiered, with a maximum rate of 1.75% per year on the first \$250,000 of assets and with lower rates of 0.75% for assets over \$2,000,000. Since the fees we receive are asset-based (i.e., based on the value of your account), TFG has an incentive to increase your account value which creates a conflict of interest.
- **Hourly fees** are payable upon contract signing. Our hourly fees range from \$150 to \$350.
- **Fixed fees** are payable upon contract signing. Our annual fixed fees range from \$250 to \$4,997. Depending on the arrangements made at the inception of the engagement and/or event, our terms may also be paid quarterly in advance.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

Standard of Care

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates a conflict with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you.

Examples of Ways We Make Money and Conflicts of Interest

- Our revenue is primarily derived from asset-based fees, which creates an incentive for us to grow your account as much as possible. This could lead us to take overly aggressive positions that may not align with your best interests in our pursuit of account growth. Additionally, this incentive may tempt us to inflate the valuations of illiquid investments held in your account.
- Some individuals providing investment advice on behalf of TFG are licensed independent insurance agents. These individuals may earn commission-based compensation for selling insurance products, including those sold to you. It is important to note that the Insurance commissions earned by these agents are separate from and in addition to our advisory fees. This practice presents a conflict of interest, as insurance agents providing investment advice may have an incentive to recommend insurance products primarily to generate commissions, rather than based solely on your financial needs.
- TFG may also utilize the services of third-party money managers to manage Client accounts. These arrangements can create conflicts of interest, as TFG receives a referral fee for recommending these third-party money managers. This may lead to a recommendation of a particular third-party money manager based on the fee TFG stands to earn.

To mitigate these conflicts of interest, TFG provides disclosures, employs procedures and adheres to its fiduciary obligation to act in the best interest of our Clients.

More detailed information about our fees and other costs associated with investing, along with applicable conflicts can be found in Items 5, 6, 10, 11 and 14 of our Form ADV Part 2A disclosure brochure. Refer to our Form ADV Part 2A, by clicking this link <https://adviserinfo.sec.gov/firm/brochure/134204>, to help you understand what conflicts exist.

How do your financial professionals make money?

TFG financial professionals receive compensation through advisory fees paid by our clients. Additional information about compensation arrangements for our financial professionals can be obtained by contacting us at 850-995-1797.

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

Yes. Please go to www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Where can I find additional information?

For more information or to request a copy of this relationship summary, please contact us at:

4366 5th Avenue
Pace, FL 32571

Phone: (850)995-1797
Email: andrew@turnerfg.com



Conversation Starter

Ask your financial professional:

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?
- How might your conflicts of interest affect me, and how will you address them?

Conversation Starter

Ask your financial professional:

- As a financial professional, do you have any disciplinary history? For what type of conduct?
- Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?