

Introduction

Cornerstone Planning Group is registered as an investment adviser with the U.S. Securities and Exchange Commission. Investment Advisory Services and Brokerage fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer services to individuals, high net worth individuals, and businesses, as well as foundations and charities, trusts, estates and qualified retirement plans. **Accounts:** We service retail nonqualified and qualified accounts as well as all manner of institutional accounts. **Investments:** We use exchange listed securities, fixed-income securities, over-the-counter securities, money market funds, and pooled investment vehicles, such as open and closed-end mutual funds or exchange traded funds (ETFs), stocks, and bonds

Monitoring: We monitor portfolios and securities in accounts on an ongoing basis. We also meet with you at least annually depending on your needs. **Investment Authority:** We provide our services on a perpetual discretionary and nondiscretionary basis as requested. We execute investment recommendations and specific transactions, in accordance with your investment objectives, with or without your prior approval, based upon discretionary or nondiscretionary account management status. Our engagement will continue until you notify us otherwise in writing. **Limited Investment Offerings:** We do not make available or offer advice with respect to proprietary products nor to a strictly limited menu of products or types of investments. **Account Minimums and Other Requirements:** We typically do not require an account minimum in order for you to open/maintain an account or establish a relationship.

For more detailed information on our relationships and services, please see Item 4 – Advisory Services and Item 7 – Types of Clients of our Form ADV Part 2A.

Conversation Starters

- *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?*

What fees will I pay?

You will pay an ongoing asset-based fee. This fee will be collected at the beginning of each month and is calculated as a percentage of the value of the cash and investments in your account(s) that we manage. **Conflicts of Interest:** The more assets in your advisory account, the more you will pay in advisory fees, and we therefore have an incentive to encourage you to increase the assets in your account. **Other Fees and Costs:** In addition to our advisory fee, you will also be responsible for custodian fees, account maintenance fees, fees related to mutual funds, third-party investment management fees, and other transactional fees, as applicable. You may also pay additional fees for additional services such as a financial planning, retirement planning and educational seminars; these services are billed separately and are charged hourly or at a fixed rate.

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.

For more detailed information on our fees, please see Item 5 – Fees and Compensation of our Form ADV Part 2A.

Conversation Starters

- *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?*

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?

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

We earn more fees as your account size increases. As a result, conflicts will arise if we recommend retirement plan account rollovers to an IRA in which we manage. In addition, our financial planning may include a recommendation that you need investment management services. Certain representatives of Cornerstone Planning Group maintain licenses with insurance agencies and may earn additional fees on certain insurance products that are purchased by its clients. In all of these situations, we take our role as your advisor seriously and have implemented controls and mitigation to ensure our clients always receive advice that is in their best interests.

Conversation Starters

- *How might your conflicts of interest affect me, and how will you address them?*

For more detailed information on conflicts of interest, please see our Form ADV Part 2A.

How Do Your Financial Professionals Make Money?

Our financial professionals are compensated based on the revenue generated from the accounts they service directly. This means financial professionals have an incentive to increase the asset size in the relationship or solicit new business.

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

No. You can visit <https://www.investor.gov/CRS> for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters

- *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Additional Information

You can find additional information about our investment advisory services by visiting <https://www.sec.gov/check-your-investment-professional> and searching with our CRD #: 307189 or by visiting <https://www.cspgllc.com/>. You can request up to date information and a copy of our client relationship summary by contacting us at ccorino@cspgllc.com or 973-487-3220.

Conversation Starters

- *Who is my primary contact person? Is he or she a representative of an investment advisor? Who can I talk to if I have concerns about how this person is treating me?*