

## Form CRS (Client Relationship Summary)

Great River Financial, LLC (“GRF” or “Advisor”) is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing.

### Item 2: Relationship and Services

#### WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

We offer investment management services to retail investors. Our services include investment management and financial planning. Under our investment management services, your investment accounts will be monitored and reviewed regularly on at least a quarterly basis by our firm. We will provide advice to you regarding the investments and allocation of your accounts to ensure they are positioned appropriately based on your objectives and risks. We maintain **discretionary authority** where you authorize us to buy and sell investments without obtaining your consent prior to each transaction. You may impose reasonable restrictions on our ability to invest in certain securities or types of securities within your account. Our minimum account size requirement is \$250,000, and is inclusive of all household accounts. This minimum fee may be waived or amended at the discretion of our firm.

If you are only engaging our firm in financial planning services, services may be a one-time engagement or ongoing. Client and Advisor will work together to develop a financial plan based on various financial planning topics such as retirement planning, estate planning, tax planning, among others. We will also work with you to review your held away investment accounts, where we provide investment recommendations, however, we will not be monitoring or reviewing those held away investment accounts, unless otherwise agreed upon as part of your financial planning engagement.

**For additional information, please review Item 4, 7, and 13 of our Form ADV Part 2A.**

#### *Ask your Adviser:*

- *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?*

### Item 3: Fees, Costs, Conflicts, and Standard of Conduct

#### WHAT FEES WILL I PAY?

The amount of fees you pay to our firm and the frequency in which you are billed depends on the services being provided. For combined investment management and financial planning services, we charge an annual asset-based fee ranging from 0.10% to 1.00% of the market value of the Client’s household account value. Clients with held away assets may be charged an additional platform fee up to 0.30% of the account value. Fees are prorated, charged monthly in arrears, based on the average daily balance of the account(s). Financial planning services are offered on a limited basis at an hourly rate ranging from \$300-\$400, for limited scope projects. Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which you may incur. Additional fees you may pay include certain charges imposed by custodians such as custodial fees, deferred sales charges, or other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange-traded funds also charge internal management fees, which are disclosed in a fund’s prospectus.

Dated: January 25, 2024

The more assets there are in your advisory account, the more you will pay in fees. We, therefore, have an incentive to encourage you to increase the assets in your account. However, our fee rates decrease at certain breakpoints as the assets in your accounts increase.

**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 additional information, please review Item 5 of our Form ADV Part 2A.**

*Ask your Adviser:*

- *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 interest 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. For example, if your account value goes up, and while the tiered management fee percentage may stay the same, the total compensation you pay us goes up proportionately.

*Ask your Adviser:*

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

## **HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?**

Our financial professionals are compensated on a percentage of revenue generated by clients serviced by the professional with a discretionary bonus (based on firm metrics). Some may also be paid an hourly wage for administrative duties. This may create a potential conflict of interest in that it may create an incentive for professionals to encourage you to increase your investment account size. Neither our firm nor any of our professionals receive commissions.

## **Item 4: Disciplinary History**

### **DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?**

No. You can visit [Investor.gov/CRS](https://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

*Ask your Adviser:*

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

## **Item 5: Additional Information**

You can find additional information regarding our firm and receive a copy of this relationship summary by visiting our website at [www.greatriverfinancial.com](https://www.greatriverfinancial.com) or by contacting (763) 231-7581.

*Ask your Adviser:*

- *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?*