



## Form CRS- Client Relationship Summary

### March 15, 2024

Beacon Financial Group, Inc. ("Beacon") 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://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

#### **What investment services and advice can you provide me?**

Beacon provides investment advisory services to retail investors. These services include wealth management, financial planning, retirement plan services to individuals, high net worth individuals, trusts, and estates.

##### **Wealth Management**

Beacon offers customized investment advisory solutions through personal interaction and discretionary management. We identify clients' investment goals, risk tolerance, and financial situation to create a portfolio strategy. Beacon offers a range of investments, including ETFs, mutual funds, stocks, bonds, and closed-end mutual funds. Beacon employs an internal due diligence procedure to assess investments and improve portfolio diversification. Beacon does not accept or maintain custody of clients' funds or securities, except for limited authority.

##### **Financial Planning**

When clients engage Beacon for investment advisory services, financial planning and consulting services are included. These plans may involve specialized financial consultations or creating a formal financial plan based on the client's financial goals and objectives. These plans may cover areas like investment, retirement, personal savings, education savings, insurance, or other specific client needs. Beacon may refer clients to certain specialists for specific needs. For some financial planning engagements, the Adviser provides a summary, observations, and recommendations, while consulting or ad-hoc engagements may not have a summary. Plans or consultations are typically completed within six months.

##### **Retirement Plan Services**

Beacon provides fee-based qualified retirement plan services to sponsors and trustees of qualified retirement plans. Beacon will assist in the development of a variety of models and mutual funds for qualified retirement plans. In addition to developing risk-based models, recommending investments, monitoring the plan, and suggesting replacements, they will also offer investment advice and educate plan participants. Employees will self-direct the investments of their accounts within the plan. The plan sponsor will also receive guidance from Beacon in carrying out its fiduciary obligations, which includes the formulation of an investment policy statement. The sponsor maintains the authority to make decisions. For more detailed information, please refer to our Disclosure Brochure, the ADV Part 2A, under Item 4 Advisory Business.

? ***"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?**

##### **Wealth Management**

Wealth management fees are paid quarterly or monthly, at the end of each calendar quarter or month, as applicable. Fees are based on the market value of assets under management valued at the end of the quarter. They range from 0.20% to 1.55% annually, depending on the complexity of services, asset level, and relationship with the Adviser. Higher fees may apply for complex relationships, reporting requirements, portfolio restrictions, and financial planning services. The first quarter fee is prorated from the inception date of the account(s) to the end of the first quarter. Fees may be negotiable at the Adviser's discretion, and some clients may be offered a tiered fee schedule. The Adviser's fee is exclusive of any securities transaction and custody fees, and other related costs and expenses incurred by the client.

##### **Financial Planning**

Beacon typically does not offer financial planning services to the same client without providing asset management services. For financial planning engagements that are conducted independently, fees are separately negotiated.

## **Other Fees**

Clients may incur fees or charges from third parties, other than Beacon, for investments made on their behalf. The client is responsible for all custody and securities execution fees charged by the Custodian, as applicable. The Adviser's recommended Custodian does not charge securities transaction fees for ETF and equity trades in a client's account, provided the account meets the terms and conditions of the Custodian's brokerage requirements. However, the fees charged by Beacon are separate and distinct from these fees. All fees paid to Beacon for investment advisory services are separate and distinct from the expenses charged by mutual funds and ETFs to their shareholders. These fees and expenses are generally used to pay management fees, other fund expenses, account administration, custody, brokerage, and account reporting, and a possible distribution fee. The Client should review both the fees charged by the fund(s) and the fees charged by Beacon to fully understand the total fees to be paid.

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 specific information regarding our fees, please refer to our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation.


 ***“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. The more assets that there are in your advisory account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account.

Some of our financial professionals are registered representatives of Private Client Services, LLC (“PCS”), a registered broker-dealer. In addition to our services, your financial professional will offer you brokerage services through their separate capacity as a registered representative and will earn commission-based compensation for transactions implemented through PCS. The commissions earned are separate from our advisory fees, which creates a financial incentive to recommend that you implement securities transactions through PCS. You are encouraged to learn more about PCS by reviewing their Client Relationship Summary.

Some of our financial professionals are also licensed to sell insurance. In addition to our services, your financial professional will offer you insurance products in their separate capacity as an insurance agent. The fees charged for the implementation of insurance products are separate from our advisory fees, where your financial professional will earn commission-based compensation for the implementation of an insurance product. Therefore, there is a financial incentive to recommend that you implement insurance through our financial professionals. For more specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation.


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

**How do your financial professionals make money?**

Financial professionals of Beacon are not compensated by receiving a portion of the asset management fees collected from clients. Each employee receives a salary. Financial professionals are not rewarded sales bonuses. Please reference the above fee description section for conflicts of interest.


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

No. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS).

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

**Additional Information**

Additional information about our investment advisory services can be found at [www.beaconfinancialgroup.com](https://www.beaconfinancialgroup.com). A copy of our relationship summary can also be requested by calling 216-998-0100.

 ***“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?”***