

**Exhibit to Client Relationship Summary
Hillcrest Financial Group (CRD# 317862)**

Summary of Material Changes

The format of our Form CRS was changed, including updated hyperlinks that link to our firm's [Investment Adviser Public Disclosure Page](#).

Item 3 - Fees, Costs, Conflicts, and Standard of Conduct

- Revised description of asset-based fees to include more information regarding our tiered fee schedule and billing practices.
- Revised description of fixed fees to include our general fee range for financial planning services.
- Revised description of third-party payments certain of our financial professionals receive in their separate capacity as licensed insurance agents.
- Revised description of support we received from our recommended custodian, Fidelity.
- Revised description of how our financial professionals are compensated, including factors taken into consideration for bonuses they receive.

Client Relationship Summary
Hillcrest Financial Group (CRD# 317862)

Introduction

Our firm, DDFG, Inc. (d.b.a Hillcrest Financial Group), is registered as an investment adviser with the U.S. Securities and Exchange Commission. Brokerage and investment advisory services and 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 [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

Relationships and Services

What investment services and advice can you provide me?

Services: We offer investment advisory services to retail investors. These services include financial planning, consulting, investment management, and wealth management, which is a combination of financial planning and investment management. We may offer financial planning as a stand-alone service. We work closely with you to identify your investment goals, objectives, risk tolerance, time horizons, and financial situation to create a portfolio strategy to develop an investment approach.

Accounts, Investments, and Monitoring: We provide services to individual, joint, retirement, trust, and estate accounts. We primarily use mutual funds, exchange-traded funds, stocks, and bonds in constructing portfolios. We do not make available or offer advice with respect to only proprietary products or a limited menu of products or types of investments. As part of our standard services, we monitor portfolios and securities in accounts on a regular and continuous basis. We also offer to meet with you at least annually, or more frequently, depending on your needs.

Investment Authority: We provide our services on a perpetual and discretionary basis. We execute investment recommendations in accordance with your investment objectives without your prior approval of each specific transaction. Our engagement will continue until you notify us otherwise in writing.

Account Minimums & Other Requirements: We do not require a minimum account size for you to open/maintain an account or establish a relationship.

Additional Information: For more detailed information on our relationships and services, please see Item 4 – Advisory Services, Item 13 – Review of Accounts, and Item 7 – Types of Clients of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).

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?*

Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Asset-Based Fees: Our asset-based fees for portfolio management services typically begin at 1.25% annually, which then decreases based on a negotiable tiered fee schedule. This fee is collected on a quarterly basis and calculated as a percentage of the value of the cash and investments in your account[s] that we manage. An asset-based fee presents a conflict of interest since we are financially incentivized to encourage you to place more assets your advisory account(s) in order to increase the compensation we receive from advisory fees.

Fixed Fees: Our fixed project-based fees for standalone financial planning generally range up to \$1,500 to \$10,000. Fixed fees for this service will be determined on a case-by-case basis and will be detailed in the signed agreement. Fixed fees are negotiable based on the nature and complexity of the services to be provided and the overall relationship with us. We provide you with an estimate of the total cost prior to engaging us for these services.

Other Fees & Costs: In addition to our advisory fee, you will also be responsible for custody fees, account administrative fees, fees and expenses related to mutual funds and exchange-traded funds, and applicable securities transaction fees.

Additional Information: **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 available via our firm's [Investment Adviser Public Disclosure Page](#).

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. Here are some examples to help you understand what this means:

Certain of our financial professionals are licensed as insurance agents. In addition to our services, your advisor may recommend commission-based insurance products to you in their separate capacity as an insurance agent. The fees and costs associated with the purchase of insurance products are separate from, and in addition to, our advisory fees. Therefore, these advisors have a financial incentive to recommend the purchase insurance products in order to earn additional compensation from commissions they receive.

We recommend that you open your account with Fidelity, where we maintain an institutional relationship and receive economic benefits in the form of administrative and systems support. The receipt of economic benefits presents a conflict of interest and can influence our recommendation of the custodian to you. However, you ultimately decide where to open your accounts. Choosing a different custodian may result in the loss of quality of service and/or ability to obtain favorable prices.

Additional Information: For more detailed information, please see Item 10 – Financial Industry Activities and Affiliations, Item 12 – Brokerage Practices and Item 14 – Client Referrals and Other Compensation of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).

Conversation Starters: *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 paid pursuant to a combination of salary and a bonus structure. The bonus structure takes into consideration factors such as the amount of client assets they service, new clients obtained and/or an increase in client assets supervised by the professional, the time and complexity required to meet a client's needs, and the revenue the firm earns from the financial professional's advisory services recommendations. Therefore, a conflict of interest exists since our financial professionals incentivized to increase the asset size in the relationship and solicit new business in order to increase their overall compensation.

In addition to the foregoing, our financial professionals may receive commission-based compensation in their separate capacities as licensed insurance agents, which is disclosed in more detail above. This creates a conflict of interest since our financial professionals are incentivized to recommend insurance products in order to receive commission-based compensation.

Disciplinary History

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

No. You can visit 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 viewing our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#). You can request up to date information and a copy of our Client Relationship Summary by contacting us at 805-373-8686.

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?*