

Hasenberg Financial Group - Relationship Summary

January 2024

Introduction

Christopher J. Hasenberg, Inc. dba Hasenberg Financial Group 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 retail investors 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.

Relationships and Services

What investment services and advice can you provide me?

We offer investment advisory services to retail investors. For clients engaged in our investment management services, our financial planning services are included. However, for clients who wish to engage our Firm for financial planning services only, we offer, standalone financial planning. We offer financial planning services based on your financial goals and objectives. Our financial planning service involves a review of your financial situation, goals, and risk tolerance. Through a series of personal interviews and/or the use of questionnaires we will collect pertinent data, identify goals, objectives, financial problems, and potential solutions. With this information, we tailor your financial plan and advice we give to you. Our advice may cover any of the following topics: estate planning; net worth statement; cash flow analysis, tax analysis, insurance, and long-term care analysis; tax planning; retirement projection; 401k review; or other needs as identified during our meetings with you. You will receive a written or digital financial plan following our meetings. We offer discretionary investment management services that consist of giving advice to you about the investment of funds based on your individual needs and objectives. We work with you to determine an asset allocation and have discretion to reallocate account holdings and to make changes in your best interests based on an agreed upon investment objective. This service is offered through a wrap fee program. We do not require a minimum account size to become a client.

Additional Information:

You can find more detailed information about the services we offer in Items 4 and 7 of our Firm Brochure.

Conversation Starters:

1. "Given my financial situation, should I choose an investment advisory service? Why or why not?"
2. "How will you choose investments to recommend to me?"
3. "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?

Our portfolio management services fees are based on a percentage of the value of assets under management in the client's account. The management fee ranges from 0.25% to 1.750%. The fee is calculated and collected monthly in arrears, meaning we collect the management fee at the end of each calendar month. The fee calculation is based on the custodian's reported average daily account balance for the month. This amount is multiplied by the fee percentage and divided by 12. In a wrap account, you pay a single annual advisory fee for advisory services and execution of transactions. You do not pay brokerage commissions, markups or transaction charges for execution of transactions in addition to the advisory fee. For clients only engaging our Firm for financial planning services only, financial planning is offered under a separate agreement and separate fee. Fees may vary based on the extent and complexity of your individual or family circumstances and the amount of your assets under our management. Our fee will be agreed in advance of services being performed and negotiated with you. The fee will be determined based on factors including the complexity of your financial situation, agreed upon deliverables, and whether you intend to implement any recommendations through Hasenberg Financial Group. Financial Planning fees may be fixed or hourly. The fixed fees range from \$1,800 to \$25,000. Hourly fees are \$250/hour. The specific fee for your financial plan will be discussed with you and specified in your planning agreement with Hasenberg Financial Group. Typically, we complete a plan within a month and will present it to you within 90 days of the contract date, if you have provided us all information needed to prepare the financial plan. Fifty percent (50%) of the financial planning fees are due upon execution of the financial planning agreement. The remainder is due at the time the financial plan is delivered to you.

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. You can find more detailed information about our fees and costs in Item 5 of our Firm Brochure.

Conversation Starter:

"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 our advice to you. Here are some examples:

- a) Some of our financial professionals are registered representatives of Purshe Kaplan Sterling Investments, a full-service broker/dealer and member FINRA/SIPC ("PKS"). Through PKS, they may offer securities, insurance or annuity products only available through a Broker-Dealer. Sales of these products and securities generate a commission that is unrelated to any advisory fee arrangements with us.
- b) Some of our financial professionals are independent life and health insurance agents, and they may recommend these services to clients. Sales of insurance products pay them commissions that are separate from our fees and give our financial professionals a financial incentive to recommend and sell insurance products.
- c) Our owner owns a tax planning and preparation company. We may recommend its services to you. It charges fees that are separate from our fees and give our owner a financial incentive to recommend the separate services.
- d) We may recommend that the client rollover a retirement account for us to manage. This creates a financial incentive because we charge a fee for our services.
- e) We currently recommend the brokerage and custody services of Charles Schwab & Co. ("Schwab"). We receive a number of benefits from Schwab that include assistance with practice management and with the management of client accounts, as well as educational benefits and training. These benefits create an incentive for us to recommend Schwab for brokerage and custodial services.

Additional Information:

You can find more detailed information about our conflicts of interest in Item 12 of our Firm Brochure.

Conversation Starter:

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

How do your financial professionals make money?

Our firm's financial professionals are paid fixed salaries.

Disciplinary History

Do you or your financial professionals have legal or disciplinary history? No.

Additional Information:

Visit Investor.gov/CRS for a free and simple tool to research us and our financial professionals.

Conversation Starter:

"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 and request a copy of our relationship summary using one of the following methods:

Website: www.hasenberginc.com

Address: 431 East Claremont Ave., Suite E, Eau Claire, WI 54701

Email: info@hasenberginc.com

Telephone: (715) 839-6566

Conversation Starter:

"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?"

Material Changes

January 31, 2024, the following material changes were made: The firm removed reference to Schwab's minimum account requirement. Under the section entitled: *What investment services and advice can you provide me?* the firm updated the description of financial planning services and added further clarification regarding financial planning fees in the section *What Fees Will I Pay?*