

Schultz Financial Group Incorporated– Form CRS

Item 1 – Introduction

Schultz Financial Group Incorporated (“we” or “us”) is registered with the Securities Exchange Commission (“SEC”) as an investment adviser. Our services and compensation structure differ from a registered broker-dealer, and it is important for you to understand the differences between those structures. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS. The site also provides educational materials about broker-dealers, investment advisers and investing. The italicized sentences appearing in text boxes below are intended to be “conversation starters” for you to have with us, as required by the instructions to Form CRS.

Item 2 – Relationships and Services

What investment services and advice can you provide me?

We offer wealth management and non-discretionary investment management services to individuals and their trusts and estates (“you,” or “clients”). Our primary service offering combines wealth management and non-discretionary investment management services. We begin that process by meeting with our clients to develop their unique financial outlook based on their “Four Capitals” which include “Financial Matters,” “Physical Well-being,” “Intellectual Engagement,” and “Psychological Space.” With respect to Financial Matters, we focus on risk tolerance, investment time horizon, withdrawal requirements, and other special circumstances to formulate financial planning and investment objectives. We then prepare a customized financial plan that addresses their Four Capitals, present our financial planning and investment recommendations, and implement or assist with implementation. We provide ongoing monitoring and review of account performance and asset allocation as compared to client investment objectives and may recommend account transactions as we deem necessary. We manage portfolios on a non-discretionary basis, which means you make the ultimate decision regarding the purchase or sale of investments, and we cannot execute any account transactions without obtaining your prior consent. The non-discretionary basis is designed to help keep you educated on your investments, but it is important to know that it could put you at an economic disadvantage if we are unable to reach you to obtain your confirmation. We may also offer investment management services or other wealth management / financial consulting services on a stand-alone, separate fee basis. When we provide wealth management / financial consulting services to a client, we rely upon the information they provide and do not verify or monitor that information while or after providing those services. Clients are responsible for notifying us of any changes in their circumstances or other information that might affect those services. We do not have to limit the type of securities we trade for our clients to proprietary products or a limited group or type of investment, but we generally construct and manage portfolios consisting primarily of mutual funds and unaffiliated private investment funds for qualified clients, and unaffiliated independent investment managers. We may also recommend investments in individual equities or bonds on a limited basis. We generally impose a minimum \$20,000 annual fee for our primary service offering. For more detailed information about our Advisory Business and the Types of Clients we generally service, please see Items 4 and 7, respectively in our [ADV Part 2A Brochure](#).

<i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i>
<i>How will you choose investments to recommend to me?</i>
<i>What is your relevant experience, including your licenses, education and other qualifications?</i>
<i>What do these qualifications mean?</i>

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

What fees will I pay?

For combined wealth management and non-discretionary investment management services, we charge a fixed annual retainer that generally ranges between \$20,000 and \$150,000. The negotiable fee is based on objective and subjective factors including but not necessarily limited to the client’s net worth, legacy relationships, managed account composition, the complexity of client assets and liabilities, related accounts, the level, and scope of the services required, etc. This annual fee is subject to review on an annual basis and may be increased or decreased if warranted and agreed with the client. For stand-alone non-discretionary investment management services, we charge a fixed annual fee based upon a percentage of the market value of the assets placed under management (generally 1% of the first \$1M, .75% of the next \$1M and .5% on assets over \$2M). Because that fee is based on the amount of your assets under our management, the more assets you designate to us for management, the more you will pay us for our services. Therefore, we have an incentive to encourage you to increase the amount of assets that you designate for our management. For the above-described services, we prorate and either deduct our fees from our clients’ accounts or bill for our services monthly or quarterly in advance. For stand-alone wealth management services, we generally charge between \$150 and \$500 per hour.

Your account will be held with a qualified custodian. You will be responsible for the fees and expenses charged by qualified custodians and broker-dealers according to their fee schedules. Those fees and expenses include but are not limited to, certain transaction charges, wire transfer and electronic fund fees, and other fees, taxes and costs related to maintaining an account. If your assets are invested in mutual funds, or other registered and unregistered investment companies, you will bear your pro rata share of the investment management fees and other fees of the funds, which are in addition to the fees you pay us. These fees and expenses are described in each fund's prospectus or other offering documents. If your assets are allocated to unaffiliated independent investment managers, you will incur a separate and additional charge for their services subject to the terms of a separate agreement you sign with them. 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 about our fees and costs related to our management of your account, please see Item 5 in our [ADV Part 2A Brochure](#).

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

- * We may recommend that you engage a particular custodian from whom we receive support services. This presents a conflict of interest, because our receipt of their support makes us more inclined to continue using and recommending them.
- * We may recommend rollovers out of employer-sponsored retirement plans and into Individual Retirement Accounts that we manage as part of our annual fixed fee. This presents a conflict of interest if it would increase our compensation.

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

For more detailed information about our conflicts of interest, please review Items 4, 11, and 12 of [ADV Part 2A Brochure](#).

How do your financial professionals make money?

Our financial professionals are generally compensated on a salary basis and are eligible to receive discretionary bonuses based on individual and firm performance. Certain other financial professionals are equity owners, who stand to receive a share of the firm's profits. These structures present conflicts of interest because they could incentivize our financial professionals to recommend that you increase the amount of assets under our management. We mitigate those conflicts by making investment recommendations in conformity with each client's financial planning and investment objectives, and by offering an annual fixed retainer. You should discuss your financial professional's compensation directly with your financial professional.

Item 4 – Disciplinary History

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

No. We encourage you to visit www.Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

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

Item 5 – Additional Information

Additional information about our firm is available on the SEC's website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer at any time to request a current copy of our [ADV Part 2A Brochure](#) or our relationship summary. Our Chief Compliance Officer is available by phone at 775-850-5620.

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

Summary of Changes to Schultz Financial Group Incorporated – Form CRS

- In Item 2, under the “What investment services and advice can you provide me” heading, we increased the minimum fee we generally impose for our “primary service offering,” which is combined wealth management and non-discretionary investment management services on an annual fixed fee basis.
- In Item 3, under the “What Fees will I pay” heading, we increased the range of annual fixed fees that we charge for combined wealth management and non-discretionary investment management services, clarified that the annual fee for those services may be increased or decreased as agreed with the client, and to increase the range of hourly rates that we charge for stand-alone Wealth Management services.