

**Introduction**

Graham, Bordelon, Golson & Gilbert, Inc. ("GBGG") 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?**

GBGG offers discretionary investment management services, investment monitoring services, financial planning services, and other consulting services.

We provide investment management services to you either by directly managing your account ourselves or through Triad Advisors, LLC ("Triad"), an unaffiliated, registered broker-dealer and registered investment adviser. The Triad Wealth Management Platform – Advisor Managed Portfolios Program ("Advisor Managed Portfolios") provides comprehensive investment management of your assets through the application of asset allocation planning software as well as the provision of execution, clearing and custodial services through National Financial Services, Inc. ("NFS").

Advisor Managed Portfolios consists of a wrap and non-wrap program. Your individual financial situation is evaluated by your Advisory Representative based upon a risk tolerance assessment and discussions that you and your Advisory Representative have together regarding, among other things, your personal investment objectives and goals, time horizon, risk tolerance, account restrictions, needs, personal circumstances and overall financial situation, we construct a portfolio of investments for you. Your portfolio can then be allocated amongst a mix of stocks, bonds, options, exchange-traded funds, mutual funds and other securities based on your investment goals, objectives, and risk tolerance. The fee you pay in this program covers our advisory fee and all brokerage commissions and other trading costs of transactions placed through Triad known as a wrap fee. We do not manage wrap fee accounts differently than we manage non-wrapped accounts. We receive a portion of the wrap fee for our services.

We provide financial planning and business consulting services. In addition, we also furnish advice to you on matters relating to tax matters and employee benefits plans. We will also render advice to you on matters involving life insurance and disability insurance. In addition, we will furnish advice on budgeting both business and personal. We will furnish consulting services relating to your business on an as-needed basis.

For more detailed information, please refer to our Disclosure Brochure, the ADV Part 2A, under Item 4 Advisory Business and Item 7 Types of Clients, which can be found at: <https://adviserinfo.sec.gov/firm/summary/104612>.

**What fees will I pay?**

GBGG charges maximum fees of 1.00% to 2.50% for investment management services dependent upon the amount of assets managed by GBGG. Maximum fees for the Advisor Managed Portfolios wrap program range from 1.75% to 2.50%. It is important to note that in the wrap program the client is not charged for transactions but will be subject to a minimum service fee. Maximum fees for the non-wrap program range from 1.50% to 2.50%. In the non-wrap program the client incurs transaction costs that are outlined in the investment advisory agreement and a minimum service fee will be charged. All fees are negotiable at the sole discretion of GBGG.

GBGG provides financial planning and business consulting based upon the hourly rate or a flat fee quoted in advance.

There are a number of other fees that can be associated with holding and investing in securities. For clients participating in GBGG's wrap program, these include some fees that may be paid by GBGG on your behalf, such as transaction fees for the purchase or sale of a mutual fund or Exchange Traded Fund, or commissions for the purchase or sale of a stock. All other fees will be deducted from your account. Expenses of a mutual fund or ETF will not be included in management fees, as they are deducted from the value of the shares by the manager. Fees charged by independent third party managers are also separate and additional to any fees paid to GBGG, and such managers will be authorized to separately debit fees from client accounts. 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 our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation at: <https://adviserinfo.sec.gov/firm/summary/104612>.

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**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?**

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**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.

Our advisory representatives are also licensed with various insurance companies. Commissions will be earned by our financial advisors if insurance products are purchased through these insurance companies. Additionally, our advisory representatives may also recommend various asset management firms through their affiliation with Triad. If you establish an investment advisory relationship with one of these firms, our financial advisors will share in the advisory fees you pay to these asset management firms. These arrangements present a conflict of interest because they create an incentive to make recommendations based upon the amount of compensation we receive rather than based upon your needs. We also recommend no-load and load-waived mutual funds to further reduce conflicts of interest. Additionally, you have the option to purchase investment and insurance products through other brokers or agents who are not affiliated with us.

For more specific information regarding compensation and conflicts, please refer our Disclosure Brochure, the ADV Part 2A under Item 10 Outside Affiliations at: <https://adviserinfo.sec.gov/firm/summary/104612>.

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

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Financial professionals of GBGG are paid a portion of the asset management fees collected from clients and receive commissions on broker-dealer products through Triad Advisors, LLC. Financial professionals are not rewarded sales bonuses. Please reference the above fee description section for conflicts of interest.

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

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Yes. Graham, Bordelon, Golson & Gilbert, Inc. was subject to an administrative proceeding as of September 10, 2020 pertaining to the receipt of 12b-1 fees, mutual fund share class selection and the appropriate disclosures concerning such items. The SEC accepted a settlement offer from Graham, Bordelon, Golson & Gilbert, Inc. The full order can be found at <https://www.sec.gov/litigation/admin/2020/ia-5576.pdf>. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs).

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**Additional Information**

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Additional information about our investment advisory services can be found at <https://adviserinfo.sec.gov/firm/summary/104612>. A copy of our *relationship summary* can also be requested by calling (318) 322-7157.

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**Conversation Starters**

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- *“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?”*
- *“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?”*
- *“How might your conflicts of interest affect me, and how will you address them?”*
- *“As a financial professional, do you have any disciplinary history? For what type of conduct?”*
- *“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?”*