

Maryland Financial Group, Inc.
February 26, 2024
FORM CRS (Client Relationship Summary)

Maryland Financial Group, Inc. is registered with the Securities and Exchange Commission as an investment adviser. In our capacity as an investment adviser we serve as a fiduciary and provide advisory services. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Additionally, 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. This Client Relationship Summary describes the services and fees we offer to "retail" investors.

What investment services and advice can you provide me?

We primarily offer the following investment advisory services to retail investors: Portfolio Management Services; and Financial Planning Services. Our firm is also a Sponsor and Manager of a Wrap Fee Program. For a description of each service, please refer to our Form ADV Part 2A (Items 4, 5, 7, 13 & 16) and/or Part 2A Appendix 1 - Wrap Fee Program - (Items 4, 5, & 9) by clicking the following link: [ADV Part 2](https://adviserinfo.sec.gov/firm/brochure/122320) (the full URL for the aforementioned hyperlink is: <https://adviserinfo.sec.gov/firm/brochure/122320>).

- **Account Monitoring:** If you open an investment account with our firm, as part of our standard service we will monitor your investments on an ongoing basis and will review your account at least annually.
- **Investment Authority:** We manage investment accounts on a **discretionary** basis whereby **we will decide** which investments to buy or sell for your account. We may also have discretion to select, retain or replace third-party managers to manage your accounts. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing. We also offer **non-discretionary** management services whereby we will provide advice, but **you will ultimately decide** which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.
- **Investment Offerings:** We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.
- **Account Minimums and Requirements:** In general, there will be a required dollar amount to open and maintain an advisory account. In addition, we may require a minimum asset amount for financial planning and consulting services. Minimum account requirements are disclosed in our Form ADV Part 2 and/or client agreement.

Key Questions to Ask Your Financial Professional

- **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?

The following summarizes the principal fees and costs that you might pay when engaging our firm for investment advisory services. For detailed information, please refer to our Form ADV Part 2 documents by clicking this link: [ADV Part 2](https://adviserinfo.sec.gov/firm/brochure/122320)

- **Asset-Based Fees** - Generally, fees are payable quarterly in advance. Since the fees we receive are based on the value of your account, we have an incentive to increase your account value which creates a conflict;
- **Fixed Fees and/or Hourly Fees** - Fees are typically paid in advance. We may also require 50% of the fee to be paid in advance with the remaining portion due upon completion of services rendered;
- **Wrap Program Fees** - Payable quarterly in advance. Asset-based fees associated with a wrap fee program generally include most transaction costs and fees to a broker-dealer or bank that has custody of the assets; therefore, the asset-based fee is often higher than a typical asset-based advisory fee. Since our firm pays the transaction costs associated with securities transactions in your account, we have an incentive to minimize the trading in your account; and,
- **Other Advisory Fees** - You may pay additional advisory fees charged by third-party managers, which are separate and apart from our fees, depending on your investment objectives and selected portfolio strategy.

Examples of the most common fees and costs applicable to our clients are: Custodian fees; Account maintenance fees; Fees related to mutual funds and exchange-traded funds; Transaction charges and related costs when purchasing or selling securities (Non-Wrap Accounts); and, Other product-level fees associated with your investments, such as fees related to variable annuities (including surrender charges).

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.

Key Questions to Ask Your Financial Professional

- **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 is an example to help you understand what this means:

- **Third-Party Payments:** Our firm's financial professionals may be registered representatives of LPL Financial LLC ("LPL"), an SEC registered broker-dealer and investment adviser. Your financial professional may offer you brokerage services through LPL, and you are encouraged to learn more about LPL by reviewing <https://www.lpl.com/disclosures.html>. In addition, your financial professional may also be licensed as an insurance agent and may sell insurance products to you. These individuals receive commission-based compensation in connection with the purchase and sale of securities and/or insurance-related products, which is separate and in addition to our advisory fees. These practices present conflicts of interest because they have a financial incentive to recommend certain investment products to you. Please refer to our ADV Part 2 documents by clicking this link to help you understand what conflicts exist: [ADV Part 2](#)

Key Questions to Ask Your Financial Professional

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

How do your financial professionals make money?

The financial professionals servicing your account(s) are compensated by the amount of client assets they service, the time and complexity required to meet a client's needs, and/or the revenue we earn from the financial professional's advisory services or recommendations. Certain financial professionals receive commission-based compensation in their separate capacities as registered representatives of LPL and/or as licensed insurance agents.

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

Yes, our firm has financial professionals that have affirmative Form U4 disclosures. These events are disclosed in the specific individual's Form U4. These documents can be found by going to [Investor.gov/CRS](https://www.investor.gov/CRS).

Key Questions to Ask Your Financial Professional

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

You can request a copy of the Client Relationship Summary at 301-251-8550 and you can find additional information about your investment advisory services by clicking the following link: [ADV Part 2](#)

Key Questions to Ask Your Financial Professional

- **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?**