

Journey Financial Group, Inc. is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, 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 document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

We offer the following investment advisory services to retail investors: **Portfolio Management Services; Asset Allocation and Monitoring Services; Financial Planning Services; and Retirement Plan Consulting Services.** Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Brochure, Items 4, 5, and 8 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/123565>.

Investment Authority: We manage investment accounts on a **discretionary** basis whereby **we will decide** which investments to buy or sell for your account. 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** investment 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; however, we primarily use open-ended and closed-end mutual funds including no-load and load-waived, mutual funds purchased at net asset value (NAV), Exchange Traded Funds (ETFs) and individual securities.

Account Minimums and Requirements: In general, depending on the service requested, we require a minimum account size up to \$50,000 to open and maintain an advisory account, which may be waived in our discretion.

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 associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A Brochure, Items 5 and 6 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/123565>.

- **Asset Based Fees** - Payable monthly in arrears based on previous month-end asset based value. Since the fees we receive are asset-based (i.e., based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets;
- **Hourly Fees** - Payable at the end of each month based on amount of time spent each month;
- **Fixed Fees** - Payable one-half upon execution of advisory agreement; balance due at time of presentation of plan;
- **Commissions** - As an Investment Adviser, Journey Financial Group, Inc. does not receive commissions.
- **Additional common fees and/or expenses such as:** Custodian fees; account maintenance fees; fees related to mutual funds and exchange-traded funds; and transaction charges when purchasing or selling securities.

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 are some examples to help you understand what this means.

- **Third-Party Payments:** Persons providing advice on behalf of our firm are licensed as independent insurance agents. These persons will earn commission-based compensation in connection with the purchase of insurance products transacted and held outside of the advisory account. Commission-based compensation earned by these persons is separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend insurance products based on the compensation received rather than solely based on your needs. (Note: After the deduction of applicable staff time, based on our hourly rate, commissions earned on insurance products are credited toward ongoing client fees.)

Refer to our Form ADV Part 2A Brochure, Items 5, 10, 12 and 14 clicking this link <https://adviserinfo.sec.gov/firm/brochure/123565> to help you understand what conflicts exist.

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 through: Salary; Bonus; Product Sales Commissions and non-cash compensation. Financial professionals' compensation is based on the amount of client assets they service, the revenue the firm earns from the person's services or recommendations, and from time and complexity required to meet a client's needs. They also receive non-cash compensation in the form of research, educational information, and conferences and monetary support for due-diligence trips and client events.

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

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple research tool.

Key Questions to Ask Your Financial Professional

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at 847-229-9191 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/123565>.

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?**

Journey Financial Group, Inc.
May 30, 2024

Exhibit to Form CRS

Journey Financial Group, Inc. is required to update its Form CRS when information in the Form CRS becomes materially inaccurate. This Exhibit summarizes the following material changes to the firm's Form CRS, implemented on May 30, 2024:

- The firm's Form CRS was updated to remove reference to Advisory Representative being Registered Representatives of Osaic Wealth, Inc. as well as reference to commissions being earned as Registered Representatives. Journey Financial Group, Inc. no longer offers a wrap fee program as such Journey Financial Group no longer serves as a portfolio manager to a Wrap Fee Program. The investment services and advice we provide as well as the fees you will pay have been amended per this change.