

Long Island Financial Group Inc May 10, 2024

Investment Advisor Form CRS Customer Relationship Summary

Long Island Financial Group Inc. is an investment adviser registered with the Securities and Exchange Commission, offering advisory accounts and services Brokerage and investment advisory fees differ, and it is important that you understand the differences. This document gives you a summary of the types of services we offer. Please visit [Http://www.investor.gov/crs](http://www.investor.gov/crs) for a free, simple tools to research firms and for educational materials about broker-dealers, investment advisers and investing.

Item 2- Relationships and Services

What investment services and advice can you provide me? Our advisory services include our portfolio management (we review your portfolio, investment strategy, and investments) services using mutual funds, variable annuities, exchange traded funds(ETFs) among other investment options. We do not limit the types of investments that we recommend. Our firm offers both discretionary services (where our firm makes the decision regarding purchase or sale of investments) as well as non-discretionary services (where the retail investor makes the ultimate decision). We will work with you to understand your risk tolerance, investments goals and objectives and then position you in a suitable investment strategy. As part of our standard service, we typically monitor client accounts on a daily basis. We as a firm have no account minimum for retail investors to open or maintain an account or establish a relationship. This is subject to change so please confirm with your representative. Please also see our Form ADV Part 2A brochure, specifically Items 4&7.

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

Item 3- Fees, Costs, Conflicts, and Standards of Conduct

What fees will I pay? Investment advisory fees for portfolio services are based on an annual percentage rate and are assessed quarterly in advance. Additionally, the amount of assets in your account affects our advisory fee, the more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. Should the value of your portfolio increase based on market appreciation, our fee would also increase. Therefore, we are incentivized to try and increase the value of your assets over time.

Some investments (mutual funds, variable annuities, etc) impose fees (transaction fees and product level fees) that reduce the value of your investment over time. The same goes for any additional fees you pay to a custodian. Additionally, you will pay transaction fees, which are applicable, when we buy or sell an investment for your account. **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.** Please also see our brochure for additional details.

What are your legal obligations to me when acting as my Investment Adviser? How else does your firm make money and what conflict of interest do you have? When we act as your investment adviser, we must 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 interest. We strive to be transparent, and we encourage you to understand and ask us about how potential conflicts of interest could arise because they can affect the investment advice, we provide you. Here are some examples to help you understand what this means (see heading immediately below).

How do your financial professionals make money? Primarily, we, and our financial professionals' relationships receive cash compensation from advisory services we provide to you. This compensation varies based on different factors, such as those listed above in this item. In rare cases our financial professionals also can receive commissions in lieu of fees of from clients if they are registered as a representative of a broker-dealer and therefore those registered persons may have an incentive to recommend products that provide them or us additional compensation over those that do not, this is the clients choice. Please also see item 10 of our brochure for additional details.

Conversation Starter: Help me understand how these fees and costs might affect my investments. If I give you \$10,000.00 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?

Item 4 Disciplinary History

Do you or your financial professionals have legal or disciplinary history? Our firm has a disciplinary history which can be found on our form BD. Please all look at the representatives u4 for any disciplinary history. You may visit investor.gov/crs for a free and simple search tool to research us or our financial professionals. When entering into an agreement with us, you will receive a copy of your financial professional's ADV Part 2B, also known as their professional bio. Please reference this for additional details.

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

Item 5 Additional Information

For additional information on our advisory services, please request a copy of our brochure. If you have any questions, need additional up-to-date, or want another copy of this Client Relationship Summary, then please contact us at (516) 741-1966.

Conversation Starter: Who is my primary contact information? 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?