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Ethos Financial Group, LLC is an SEC-registered investment adviser that provides investment advisory services. Investment advisory and brokerage services and fees differ, and it is important to understand the differences. Free and simple tools to research firms and investment professions can be found at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about investment advisers, broker-dealers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors. These services include portfolio management, financial planning, and consulting services.

Our portfolio management services incorporate model asset allocation portfolios consisting primarily of mutual funds, ETFs, stocks, and bonds, as well as separate account managers. The portfolios are generally limited to only these types of investments as part of a core allocation strategy designed to meet your individual needs and objectives. Your investments will be monitored and reviewed for account performance and asset allocation as part of our standard service.

When providing our services, we will accept discretionary authority as agreed by you in writing. This authority grants us the ability to buy, sell, or otherwise effect transactions involving the assets in your account without seeking your consent. You may, at any time, impose reasonable restrictions on our authority to select the types of investments to be held in your account. We also offer non-discretionary services. This means that you make the ultimate decision regarding the purchase or sale of investments.

Our financial planning and consulting services will be provided pursuant to a written agreement that sets forth the terms and conditions of our relationship and describes of the scope of services to be provided.

To open an account with us, we generally require a minimum account size of \$100,000. This requirement may be waived at our sole discretion.

For additional information on our services and types of clients, please see our Form ADV Part 2A Brochure, [Item 4](#), and [Item 7](#), which can be found on the SEC's website at www.adviserinfo.sec.gov.

Conversation Starters

- 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?

Generally, you will be charged asset-based fees calculated as a percentage of the assets we manage for you. We charge these fees on a monthly or quarterly basis. This fee structure allows us to earn more when the value of your account grows, but less when it declines. While we believe this keeps our interests aligned with yours, it can potentially create an incentive for us to encourage you to increase the assets in your account. We also charge hourly and fixed fees for our financial planning and consulting services, which are separate from our portfolio management services. There are also additional fees and costs related to our services. For example, the custodian for your account could charge brokerage commissions and other transaction-based fees; however, certain custodians no longer charge these fees. It is important that you fully understand a custodian's offerings and expenses prior to selecting them. You will also pay fees and expenses charged by investment products such as mutual funds and ETFs that are held in your account, as well as any separate account managers, if applicable.

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 additional information on our fees and compensation, billing practices, and other types of fees or expenses clients will pay in connection with our advisory services, please see our Form ADV Part 2A Brochure, [Item 5](#), which can be found on the SEC's website at www.adviserinfo.sec.gov.

Conversation Starter: 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 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 interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you.*

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

For additional information about our conflicts of interest that can affect our advisory relationship with you, please see our [Form ADV Part 2A Brochure](#), which can be found on the SEC's website at www.adviserinfo.sec.gov.

How do your financial professionals make money?

Our financial professionals generally are compensated based on fees charged for assets under management and/or planning or consulting services provided. This compensation creates a conflict of interest because more assets in an account can lead to more fees paid.

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

No for the firm, yes for a financial professional. A free and simple search tool to research us and our financial professionals is available at Investor.gov/CRS.

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

Additional information about our investment advisory services and a copy of the relationship summary is available by contacting us at 859-287-1657.

Conversation Starter: 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?