

**Lanier Financial Group LLC**

490 N. Milledge Avenue  
Athens, GA 30601

Mailing Address:  
P.O Box 6694  
Athens, GA 30604

404.882.2628  
lanierfinancialgroup.com  
[info@lanierfinancialgroup.com](mailto:info@lanierfinancialgroup.com)  
CRD# 152945

**Firm Brochure**

March 13, 2024

Item 1: Cover Page

This brochure provides information about the qualifications and business practices of Lanier Financial Group LLC. If you have any questions about the contents of this brochure, please contact us at 404.882.2628. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Lanier Financial Group LLC. also is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).

Lanier Financial Group LLC is a Registered Investment Advisor domiciled in the State of Georgia. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

## Item 2: Material Changes

### **Annual Update**

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure. Each year, we will ensure that you receive a summary of any material changes to this and subsequent brochures by April 30th. We will further provide you with our most recent brochure at any time at your request, without charge. You may request a brochure by contacting us at (404) 882-2628.

### **Material Changes since the Last Update**

Lanier Financial Group, LLC was established as a new Registered Investment Advisor in January 2015. The following material changes have been made since the last annual filing of the brochure on March 31, 2023:

- Firm has applied for registration with the Securities and Exchange Commission. (“SEC”). This is due to our level of Assets Under Management, as Registered Investment Advisors with above \$100 million of Assets Under Management are subject to SEC, rather than State, regulation and oversight.
- Fee Schedule updated see Item 5: Fees and Compensation.
- Firm has moved to a new Principal Office address at 490 N. Milledge Avenue, Athens, GA 30601.

### **Item 3. Table of Contents**

▪ Advisory Business	1
▪ Fees and Compensation	3
▪ Performance-Based Fees	4
▪ Types of Clients	4
▪ Methods of Analysis, Investment Strategies and Risk of Loss	4
▪ Disciplinary Information	6
▪ Other Financial Industry Activities and Affiliations	6
▪ Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	6
▪ Brokerage Practices	7
▪ Review of Accounts	7
▪ Client Referrals and Other Compensation	7
▪ Custody	8
▪ Investment Discretion	8
▪ Voting Client Securities	8
▪ Financial Information	8
▪ Requirements for State-Registered Advisers	8

## **Item 4: Advisory Business**

### ***Advisory Firm***

Lanier Financial Group LLC (from here on referred to as “the Firm”) advisory business was established in August of 2011; from August 2010-July 2011 the Firm was registered as “Nathan J. Hriczo” (a sole proprietor). The Principal owner of the Firm is Nathan J. Hriczo. The Firm is a state-registered adviser in the state of Georgia.

### ***Investment Advisory Services***

The Firm provides investment advisory services to individuals/families, corporations (both non-profit and for profit), and non-human entities (trusts). The Firm provides discretionary and non-discretionary investment advisory services for taxable, tax deferred, and tax free accounts.

Accounts serviced include, but are not limited to:

- 401(k), ROTH 401(k), SEP IRA, Defined Benefit
- IRA and ROTH IRA
- Individual, Joint, and Trust Brokerage
- Donor Advised Funds

Each accounts portfolio construction is managed independently based on the individual needs of each client. Portfolio composition is derived by reviewing client goals/needs, risk tolerance, tax status, liquidity needs, previous investment history, and other fact-finding processes.

The firm uses the following types of investments:

- Stocks
- Bonds
- ETFs
- Currencies
- Options
- Warrants

The Firm does not participate in a wrap fee program.

As of December 31, 2023, the Firm has Regulatory Assets Under Management (RAUM) of approximately \$127,800,000 on a discretionary basis and \$0 on a non-discretionary basis.

### ***Financial Planning Services***

The Firm provides planning services to individuals/families and corporations (both non-profit and for profit). Financial planning services are billed based on either a hourly rate, flat fee, or included in an asset management fee.

### *Financial Planning for Individuals/Families*

The Firm takes a comprehensive approach to financial planning and has experience in working with a wide range of clients expanding from recent college graduates through retirees. Our planning services are offered as either a one-time plan, an initial plan with an ongoing maintenance program, or selected modules.

Services that may be included in our financial planning process for individuals/families are:

- Creating and Setting Goals and Goal Planning
- Cash Flow Analysis and Planning
- Employee Benefits Analysis and Planning
- Risk Management/Insurance Analysis and Planning
- Tax Analysis and Planning
- Balance Sheet Analysis and Planning (Assets and Liabilities)
- Estate Planning/Legal Needs Analysis and Planning
- Charitable Giving Analysis and Planning
- Family Governance Analysis and Planning

### *Financial Planning for Corporations (Business Planning)*

Services provided to businesses are tailored to fit the needs of the business. We offer these services either as a one-time project or on a retainer basis.

Common services provided include the following:

- Business Continuation Planning
- Preparing the Business for Sale/Transition
- Business Valuation
- Cash Flow Management
- Risk Management Analysis and Planning
- Creating/Setting Goals and Developing Strategies to Achieve the Goals
- Building Employee Benefits and Compensation Packages
- Develop Marketing Initiatives
- Organizational Structure Planning
- Tax Strategies

## **Item 5: Fees and Compensation**

### ***Asset Management Fees***

Fees for asset management services are charged based on the average daily liquidation value of all accounts under management. Fees are negotiable and are determined at the

discretion of the Firm based on complexity and client needs. Below is the maximum fee schedule for each asset tier:

- Assets under discretionary management
  - Less than \$500,000 1.50%
  - \$500,001-\$1,500,000 1.25%
  - \$1,500,001-\$3,000,000 1.10%
  - \$3,000,001-\$5,000,000 1.00%
  - \$5,000,001-\$10,000,000 0.85%
  - \$10,000,001+ NEGOTIABLE
- Assets managed on a non-discretionary basis
  - All sizes- 0.5%

Asset management fees are deducted from clients' accounts on either a daily basis in arrears or a monthly/quarterly basis in advance by the custodian; this is outlined in each individual contract. The minimum asset management fee is \$3,000 per year; this minimum is waived for engaged planning clients.

This fee schedule represents our maximum fee on a tiered schedule for asset management only. Clients will be provided the option to adjust their asset based fee to include financial planning services.

### ***Financial Planning Flat Fees/Hourly Fees***

In some instances, the Firm will provide a flat fee for a specific service or engagement. The Firm has hourly rates ranging from \$150-\$300 per hour. Hourly fees are set prior to both parties entering a written contract. Planning fees are billed as stated in each written contract on either an hourly basis or flat fee. Our minimum initial planning fee is \$450 and any unbilled hours will be held as a retainer for future services.

Ongoing service fees for financial plans are billed at a minimum rate of \$50 per month and a maximum rate of 0.50% of base household income or included in the Asset Management Fee. This includes calls and in-person reviews, as needed.

Examples of hourly fees in use:

- Associate Advisor: \$150/hour
- Senior Advisor: \$275/hour
- Expert witness work: \$300/hour

### ***Other Fees or Expenses***

In addition to advisory and planning fees, clients may incur custodian commission fees based on trading activity of accounts. The Firm receives no compensation from these custodian commission fees. The Firm has chosen two custodians in Interactive Brokers and Charles Schwab based on their low cost trading platform and best execution of

trades.

In the event a client is paying advisory fees on a monthly/quarterly basis in advance and terminates the investment advisory agreement, the Firm will calculate and refund any fees not earned. The Firm will take the fee paid in advance, divide it by the number of trading days in the month/quarter, and refund the amount of fees unearned based on the number of unearned trading days in that period in the form of a paper check within thirty days of the terminated contract.

The Firm does not require prepayment of more than \$1,200 in fees per client, six months or more in advance.

The Firm's supervised persons accept no compensation for the sale of securities or other investment products.

#### **Item 6: Performance-Based Fees**

Currently, the Firm's supervised persons do not accept performance based fees. That is defined as a fee based on a share of capital gains on or capital appreciation of the assets of a client.

#### **Item 7: Types of Clients**

The Firm provides services to; individuals, pensions and profit sharing plans, trusts, estates, charitable organizations, corporations, or business entities other than those listed above.

The Firm has no minimum account size but does impose a minimum annual fee \$600 (combined asset management fee and/or planning fee). Generally, we recommend accounts of \$500,000 or more.

#### **Item 8: Methods of Analysis, Investment Strategies and Risk of Loss**

##### ***Methods of Analysis***

The Firm uses multiple methods of analysis and investment strategies such as:

- Fundamental
  - This includes but is not limited to; measuring intrinsic value by examining related economic, financial and other qualitative and quantitative factors (includes macroeconomic factors and company-specific factors).
- Technical
  - This includes but is not limited to; analyzing statistics generated by market activity.
- Cyclical
  - This includes but is not limited to; selecting industries that are sensitive to the business cycles.

### ***Investment Strategies***

- Separate Managed Account
- Investment strategies vary depending on risk tolerance, time horizon, and other investment objectives.
- Dividend and Income Model
  - The objective of this investment strategy is to seek return from a combination of both dividend income and capital appreciation in the underlying investment while maintaining an emphasis on preserving capital.
- Growth Model
  - The objective of this investment strategy is to provide and capture positive returns in a variety of market conditions while balancing risk through diversification amongst multiple sectors of the market.

### ***Risk of Loss***

For each of the above methods of analysis and investment strategies there is a risk of loss; that of a security potentially losing value. This is a common risk of investing. Here are the Security Specific Material Risks:

- *Interest-rate Risk:* Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- *Market Risk:* The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- *Inflation Risk:* When any type of inflation is present, a dollar today will buy more than a dollar next year, because purchasing power is eroding at the rate of inflation.
- *Currency Risk:* Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- *Reinvestment Risk:* This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- *Business Risk:* These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.



- *Liquidity Risk:* Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- *Financial Risk:* Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

### **Item 9: Disciplinary Information**

There is no disciplinary information on The Firm.

### **Item 10: Other Financial Industry Activities and Affiliations**

The Firm has no individuals registered or affiliated with a broker-dealer.

The Firm has no individuals registered or affiliated with a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

The Firm has individuals that hold insurance licenses. The Firm finds this to have no conflict of interest as The Firm discloses the relationship and acknowledges that commissions will be received by placing insurance contracts in-force while providing the client the option to implement an insurance contracts with another party of their choosing.

The Firm has an individual that work primarily as Certified Public Accountants as an outside business.

The Firm does not recommend or select other investment advisers.

### **Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

The Firm has adopted a Code of Ethics (the "Code") to address investment advisory conduct. The Code focuses primarily on fiduciary duty, personal securities transactions, insider trading, gifts, and conflicts of interest. The Code includes Lanier Financial Group's policies and procedures developed to protect clients' interests in relation to the following topics:

- The duty at all times to place the interests of the clients first.
- The requirement that all personal securities transactions be conducted in such a manner as to be consistent with the Code.

- The responsibility to avoid any actual or potential conflicts of interest or misuse of an employee's position of trust and responsibility.
- The fiduciary principle that information concerning the identity of security holdings and financial circumstances of clients is kept confidential.

A copy of the Code is available upon request.

At times the Firm or supervised persons of the Firm may take positions in the same security as clients, which may pose a conflict of interest with clients. The firm and supervised persons of the Firm will generally be "last in" or "last out" for the trading day when trading occurs in close proximity to client trades. We will not violate our fiduciary responsibilities to our clients. Front running is prohibited. Should a conflict occur disclosure will be made to the client(s) at the time of trading. Incidental trading not deemed to be a conflict would not be disclosed at time of trading.

### **Item 12: Brokerage Practices**

No compensation or incentive is accepted by The Firm in exchange for trading commission. The Firm does not determine the trading commissions; this is set by the custodian (Interactive Brokers and Charles Schwab & Co., Inc.). The Firm choose Interactive Brokers and Charles Schwab as the preferred custodians of client accounts but no client is obligated to use either custodian to custody their accounts.

If positions are bought and/or sold for multiple client accounts at the same time The Firm may place one single order through the custodian (Interactive Brokers or Charles Schwab).

#### ***Brokerage for Client Referrals***

The Firm does not receive client referrals based on the selection of a broker/dealer or third party.

#### ***Directed Brokerage***

We do not recommend, request, or require a client to place custody of their assets at any particular broker-dealer, custodian, or other third party. If a client chooses to use a custodian other than our preferred custodian they may be unable to achieve the most favorable execution or pay higher fees/commissions.

### **Item 13: Review of Accounts**

Financial Plans are reviewed by The Firm on a quarterly basis, unless otherwise requested by the client or recommended by The Firm.

Client accounts are reviewed on a continuous basis by The Firm.

Clients will receive quarterly statements on all accounts, managed on a discretionary basis by the Firm, directly from the custodian (Interactive Brokers and Charles Schwab).

#### **Item 14: Client Referrals and Other Compensation**

The Firm and related persons to The Firm neither directly nor indirectly compensate any person for client referrals.

#### **Item 15: Custody**

The Firm does not have custody of clients' accounts and/or assets. However, The Firm has been deemed to have limited custody due to the ability to deduct fees from client accounts.

#### **Standing Letters of Authorization**

Some clients may execute limited powers of attorney or other standing letters of authorization that permit the firm to transfer money from their account with the client's independent qualified Custodian to third-parties. This authorization to direct the Custodian may be deemed to cause our firm to exercise limited custody over your funds or securities and for regulatory reporting purposes, we are required to keep track of the number of clients and accounts for which we may have this ability. We do not have physical custody of any of your funds and/or securities. Your funds and securities will be held with a bank, broker-dealer, or other independent, qualified custodian. You will receive account statements from the independent, qualified custodian(s) holding your funds and securities at least quarterly. The account statements from your custodian(s) will indicate any transfers that may have taken place within your account(s) each billing period. You should carefully review account statements for accuracy.

#### **Item 16: Investment Discretion**

The Firm accepts discretionary authority to manage clients' accounts after a client account agreement has been signed. Any client may impose trading limitations or restrictions on the client account agreement form.

#### **Item 17: Voting Client Securities**

The Firm does not accept responsibility or authority to vote on client securities. All voting material information will be received by the client from the custodian. Per clients' request, we do give our advice so they can make an informed decision.

#### **Item 18: Financial Information**

The Firm does not require prepayment of more than \$1,200 in fees per client, six months or more in advance. Therefore a firm balance sheet does not need to be provided.

Neither The Firm nor its management have been the subject of a bankruptcy petition at any time in the last ten years.

**Item 19: Requirements for State-Registered Advisers**

This section is not applicable as Lanier Financial Group, LLC is SEC registered and not state registered.