Part 2A of Form ADV: Firm *Brochure*

Item 1 Cover Page

The Maier Group, LLC
15 Fishers Road Suite 100
Pittsford, NY 14534

Website: www.MaierGroupLLC.com

This Brochure provides information about the qualifications and business practices of The Maier Group, LLC If you have any questions about the contents of this Brochure, please contact us at 585-586-4230. 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.

The Maier Group, LLC is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

March 1, 2020

Item 2 Material Changes

On July 28, 2010, the United State Securities and Exchange Commission published "Amendments to Form ADV" which amends the disclosure document that we provide to clients as required by SEC Rules.

In the past we have offered or delivered information about our qualifications and business practices to clients on at least an annual basis. Pursuant to new SEC Rules, we will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

This item discusses only the material changes that have occurred since The Maier Group, LLC last annual update filing in March of 2019. The Maier Group, LLC does not have any material changes to disclose pursuant to this item.

Currently, our Brochure may be requested by contacting Keith A. Maier at 585-586-4230.

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Item 4 Advisory Business

The Maier Group, LLC was formed in June, 2000 and is equally owned by Donna M. Maier and Keith A. Maier, Keith A. Maier is Managing Member and acts as Compliance Supervisor. "Our mission is to help inspire and educate individuals to take charge of their financial lives and to empower them through the transition process"

The Maier Group, LLC specializes in the preparation of sophisticated financial planning for the professional and consulting services for business owners. Areas covered, but not limited to, divorce planning, investment planning, estate planning, retirement planning, developing tax strategies and valuations. Particular emphasis is toward asset management for clients who desire professional assistance in managing securities.

As counselors for individual's financial assets, we take a long-term approach of managing your portfolio so that you can reach your goals while attempting to minimize the emotional aspects associated with investing. We do not exercise any discretionary control over an account. As of December 31, 2019, The Maier Group, LLC managed $46,705,000 in non-discretionary accounts with no discretionary assets.

Fee Schedule

$100,000 to $250,000	1.5%
$250,000 to $500,000	1.0%
$500,000 to $750,000	$5,000 plus .75% over $500,000
Over $750,000	$6,875 plus .50% over $750,000

Services billed by the hour are charged a rate of $185.00 per hour -A retainer of $500 is required at the beginning of the engagement. If there a balance remaining at the close of the engagement the remaining portion of the retainer is returned within 30 days. Hourly fees are not negotiable.

$1000 minimum fee for financial planning with additional fees based on estimated time allocated to complete the service. One half of the fee is due upon signing the contract with the balance due within 30 days of completion of service. Since much of the work is done in the initial stages of the process, planning fees are not negotiable and are not refundable.

Keith A. Maier is a licensed agent of various insurance companies. If a client purchases insurance, the advisor through whom the purchases are made, and/or insurance agency may receive a commission on the sale. All practical attempts are made to minimize purchase sale costs to the client.

Fees for asset management, including fixed fees, in excess of $500 are billed in semi-annual or quarterly installments. Fees for these services are collected in advance with refunds available on a prorated basis for that period remaining when written notification is received from the client to terminate the contract.

Asset Management and fixed fees may be negotiated under certain circumstances. Hourly and financial planning fees are not negotiable and the refund policy for each is disclosed in the contract and is dependent on each individual situation.

Item 6 *Performance-Based Fees* and Side-By-Side Management

The Maier Group, LLC does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

Item 7 Types of *Clients*

The Maier Group, LLC provides portfolio management services to individuals, high net worth individuals, corporate pension and profit-sharing plans. The preferred minimum account size is $250,000.

ASSET MANAGEMENT

The objective is to help clients make certain that their money works for them so that their needs and financial goals are achieved. By using diversification and tactical asset allocation, a portfolio is developed that is appropriate for clients' stage of life, the degree of risk they are comfortable with, and their long-term financial goals. Clients have access to most investments, including, but not limited to, stocks, bonds, certificates of deposit, mutual funds and insurance products. Because we are a small firm with a limited number of clients, we tailor each portfolio to the client. Changes in client personal situations, risk tolerances and market/economic developments determine how we develop an evolving client centered portfolio. Portfolio construction may vary significantly from client to client based on a variety of factors and we are in regular contact in an attempt to ensure that a client's need are met.

This service includes quarterly tracking and review of investments, evaluation of information regarding specific assets, and advice regarding alternative investments and reinvestment of distributions.

The Maier Group, LLC takes a long-term, fundamental approach to investment analysis. We rely on information from financial media, research materials prepared by others, various rating services, annual reports and company press releases for making recommendations.

"Investing in securities involves risk of loss that clients should be prepared to bear."

Item 9 Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of The Maier Group, LLC or the integrity of The Maier Group, LLC management. The Maier Group, LLC has no information applicable to this item.

Item 10 Other Financial Industry Activities and Affiliations

The Maier Group, LLC custodies assets through TD Ameritrade Institutional. Clients are free to select any brokerage, clearing firm, or insurance agency for implementation of the ideas and recommendations made in the investment analysis.

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

The Maier Group, LLC has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. Keith A. Maier is a Certified Financial Planning Practitioner and adheres to the Code of Ethics and Professional Responsibility set forth by the CFP Boards Standards of Professional Conduct. More detailed information about the Code can be found by looking on www.cfp.net or clients/prospective clients may request a copy of the firm's Code of Ethics by contacting Keith A. Maier.

Item 12 Brokerage Practices

The Maier Group, LLC custodies assets through TD Ameritrade Institutional. The commissions and/or transaction fees charged by TD Ameritrade may be higher or lower than those charged by other financial institutions.

Periodically clients or prospective clients may be asked to consider consolidating or transferring ERISA retirement plans with a custodian such as TD Ameritrade for a variety of practical reasons. Moving assets from an ERISA plan may subject an individual to higher or lower commissions and/or transaction fees than those charged by the plan. Moving assets from an ERISA plan to an account associated with The Maier Group, LLC will most likely subject an individual to much higher investment management fees than those charged in the plan.

The Maier Group, LLC does not receive research or other products or services (soft dollar benefits) from a broker- dealer or a third party in connection with client securities transactions. "The Client is free to select any brokerage firm, insurance agency or similar sales agency for implementation of the ideas and recommendations made in the analysis."

Item 13 Review of Accounts

Reviews-Investments in clients accounts are reviewed daily and individual client accounts are reviewed at least quarterly. It is our preference to review accounts with clients at least annually or more often at clients or reviewers request. Clients have online access to account values and portfolio reports daily. Detailed account statements are mailed at least quarterly. The Maier Group, LLC urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Item 14 *Client* Referrals and Other Compensation

Not Applicable

Item 15 *Custody*

The Maier Group, LLC custodies assets through TD Ameritrade Institutional. The Maier Group, LLC agreement and/or separate agreement with any financial institution may authorize The Maier Group, LLC through such financial institution to debit the client's account for the amount of The Maier Group, LLC fee and to directly remit that fee to The Maier Group, LLC in accordance with applicable custody rules.

The financial institutions used by The Maier Group, LLC have agreed to send a statement to the client, at least quarterly, indicating all amounts disbursed from the account including the investment management fees paid directly to The Maier Group, LLC.

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. The Maier Group, LLC urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Item 16 Investment Discretion

The Maier Group, LLC does not accept investment discretion from clients.

Item 17 Voting *Client* Securities

As a matter of firm policy and practice, The Maier Group, LLC does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. The Maier Group, LLC may provide advice to clients regarding the clients' voting of proxies

Item 18 Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about The Maier Group, LLC financial condition. The Maier Group, LLC has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

Keith A. Maier, CFP

Date of Birth 08/13/1954

Bachelor of Professional Studies program majoring in Management Sciences

June 2000 to present-managing member, The Maier Group, LLC

5/27/2011 to 08/20/2013-Registered Representative, Wall Street Financial Group, Inc

9/1/2009 to 5/26/2011-Registered Representative, Ensemble Financial Services

March 1996 to 9/1/2009-Registered Representative, FSC Securities Corporation

Donna M. Maier, CDP, AVA

Date of Birth 01/21/1955

MBA in Marketing and Economics, University of Rochester

June 2000 to present- member, The Maier Group, LLC

02/2001 to 9/1/2009-Registerd with FSC Securities Corporation. Series 7 and 63 Licensed

1985 to 2000-Vice President and Branch Manager for Chase.