

Form ADV Part 2B

Investment Adviser Brochure Supplement

Supervisor: Jeffrey J. Gritis

Supervised Persons:
Steven M. Salerno ("SMS")

January 2021

This supplement to the BFG Investment Adviser Brochure provides information about the Firm's Supervised Persons. If you have any questions about the contents of this supplement, please contact Jeffrey J. Gritis, Chief Compliance Officer. Additional information about the Firm's Supervised Persons is also available on the SEC's website at www.adviserinfo.sec.gov. You may search this site using a unique identifying number, known as a CRD number for each Supervised Person. Steven M. Salerno's CRD Number is 2807067.

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Educational Background and Business Experience

Bentley Financial Group, Inc. ("BFG" or the "Firm") generally requires that its Investment Advisor Representatives (IARs) have a bachelor's degree or equivalent experience and further coursework demonstrating knowledge of financial planning and tax planning. Additionally, advisers must have work experience that demonstrates their aptitude for financial planning and investment management.

Steven M. Salerno
CRD #2807067

Born 1963

Employment History:

Bentley Financial Group, Inc.
Investment Advisor Representative

2017 - Present

LPL Financial, LLC
Registered Representative

2005 - Present

American Express Financial
Registered Representative

1996 - 2005

IDS Life Insurance
Registered Representative

1996 - 2005

Professional Designations

There are no professional designation(s) to disclose.

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 BFG or the integrity of BFG's management persons. SMS has no information to disclose applicable to this Item.

Other Business Activities

SMS is a Dually Registered Person. LPL, member FINRA/SIPC, is a broker-dealer that is independently owned and operated and is not affiliated with BFG.

SMS is solely responsible for investment advice rendered. In addition to its investment advisory activities, SMS offers retail brokerage services through its Registered Representatives who are affiliated with LPL. Products include stocks, bonds, mutual funds, ETFs, 529 plans, retirement plans, and other investments. SMS generally conducts investment advisory activities separately and apart from the advisory activities of LPL. SMS is required to keep and maintain certain records and perform other compliance functions in relation to the advisory activities.

Certain Investment Advisor Representatives (“IAR”s) of BFG are appointed with several insurance companies and are able to receive separate compensation for transactions implemented through various insurance companies. Clients are not obligated to use any company for insurance product purchases and can work with any insurance agent they choose. Insurance compensation will be separate and distinct from financial planning and asset management fees charged by BFG.

As discussed above, SMS recommends that certain clients authorize the active discretionary management of a portion of their assets by and/or among certain Independent Managers. In certain circumstances SMS’s compensation is included in the advisory fee charged by such Independent Managers. SMS will recommend these Independent Managers only if it is in the best interest of their clients.

These Outside Business Activities do not create a material conflict of interest with clients.

Additional Compensation

Dually Registered Persons are incented to join and remain affiliated with LPL and to recommend that clients establish accounts with LPL, often through the provision of Transition Assistance. The receipt of any such compensation creates a financial incentive for the investment advisor representative to recommend LPL as custodian for the assets in a client’s advisory account. We encourage clients to discuss any such conflicts of interest with their representative before deciding to custody their assets at LPL.

LPL makes available to SMS various products and services designed to assist SMS in managing and administering client accounts. Many of these products and services may be used to service all or a substantial number of SMS’s accounts, including accounts not held with LPL. These include software and other technology that provide access to client account data (such as trade confirmation and account statements); facilitate trade execution (and aggregation and allocation of trade orders for multiple client accounts); provide research, pricing information, and other market data; facilitate payment of SMS’s fees from its clients’ accounts; and assist with back-office functions, recordkeeping, and client reporting.

LPL also makes available to SMS other services intended to help SMS manage and further develop the business. Some of these services assist SMS to better monitor and service program accounts maintained

at LPL; however, many of these services benefit only SMS, for example, services that assist SMS in growing the business. These support services and/or products are provided without cost, at a discount, and/or at a negotiated rate, and include practice management-related publications; consulting services; attendance at conferences and seminars, meetings, and other educational and/or social events; marketing support; and other products and services used by SMS in furtherance of the operation and development of the investment advisory business.

Where such services are provided by a third-party vendor, LPL will either make a payment to SMS to cover the cost of such services, reimburse SMS for the cost associated with the services, or pay the third-party vendor directly on behalf of SMS.

The products and services described above are provided to SMS as part of its overall relationship with LPL. SMS has a fiduciary duty to act in its clients' best interests; however, the receipt of these benefits creates a conflict of interest because SMS's recommendation that clients custody their assets at LPL is based in part on the benefit to SMS of the availability of the foregoing products and services and not solely on the nature, cost, or quality of custody or brokerage services provided by LPL. SMS's receipt of some of these benefits may be based on the amount of advisory assets custodied on the LPL platform.

Supervision

Jeffrey J. Gritis, Chief Compliance Officer, supervises SMS. Jeffrey J. Gritis may be contacted at (630) 541-6363.