

Client Relationship Summary (Form CRS/ADV Part 3)

Merit Financial Group, LLC (“Merit”) is an investment advisory firm registered with the Securities and Exchange Commission (“SEC”). The services and fees for investment advisory services differ from brokerage services and fees, and it is important for retail investors to understand the differences. By visiting www.investor.gov/CRS there are free and simple tools available to research firms and individual financial professionals. This website also provides educational materials about broker-dealers, investment advisers and investing.

What Investment Services and Advice Can You Provide Me?**Questions to Ask your Financial Professional:**

- 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?
- Given my Financial Advisor can also offer brokerage services, how does this affect me?

Merit offers investment advisory services to retail investors, which includes asset management services, needs based financial analysis, as well as comprehensive financial planning. You will engage with us by executing our Asset Management Agreement and/or Advisory Services Agreement, which outlines our relationship in full detail.

Financial Planning and Consulting Services: Financial planning or consulting advice may encompass one or more of the following areas, but not limited to: Investment Planning, Retirement Planning, Estate Planning, Charitable Planning, Education Planning, Corporate and Personal Tax Planning, Cost Segregation Study, Corporate Structure, Real Estate Analysis, Mortgage/Debt Analysis, Insurance Analysis, Lines of Credit Evaluation, Business and Personal Financial Planning.

Merit Compass Program: We provide advice to help individuals understand and maximize their employer’s benefit package.

Asset Management: We generally follow an established investment management process with a long-term time horizon. For most clients, we believe that a long-term diversified approach is the most suitable investment strategy. As part of our asset management services, we may create a portfolio consisting of individual stocks or bonds, exchange traded funds (“ETFs”), options, mutual funds, variable annuities and other public and private securities or investments. We manage a select group of model asset allocation portfolios, “Merit Model Portfolios” that are used in client accounts, when appropriate. We may also recommend the services of other investment advisers with expertise in certain investment styles to manage a portion of your assets. We choose from a wide variety of

investment types and do not use any proprietary products. As part of our standard services, we regularly monitor your investments and regularly review your portfolio. We will contact you at least annually to discuss your portfolio, with interim updates when life or market changes call for it. We do not have an account minimum to engage in our investment advisory account management services.

We typically manage your investment portfolio on a discretionary basis, which gives us authority to buy and sell investments in your account(s) without asking you in advance. You will sign an Asset Management Agreement giving us this authority until either you or we terminate that agreement. Under a non-discretionary arrangement, you must be contacted prior to the execution of any trade in the account(s) under management.

Additional Information: You may find additional details about our relationships, services, and fees in our [Form ADV Part 2A – Items 4 and 7](#), which is available on our website at <https://www.meritfinancialadvisors.com/compliance/>.

What Fees Will I Pay?

Financial Planning and Consulting Fees: If you engage us for comprehensive financial planning or needs-based analysis for retirement or consulting services, you may pay a separate fixed fee or hourly rate.

Merit Compass Program: You pay an annual fixed fee for these services.

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?

Asset Based Fees: You will normally pay an ongoing fee on a quarterly basis for asset management services. This fee is a percentage of the value of the assets in your account(s) and will be paid to us whether trades occur in your account during a quarter. In addition to our asset based fees, you will also pay transaction costs to the broker-dealer executing your trades.

Wrap Fee Program: You will pay us a single annual percentage fee for asset management services that also covers most transaction costs in your account. Therefore, the annual management fee may be higher than a non-wrap account fee. In addition to the foregoing fees, your managed portfolio will incur other expenses. The most common examples are the custodian’s charges for maintenance of your accounts and the internal fees imposed by mutual funds and exchange traded funds. If all or a portion of your assets is managed by a third-party money manager, you will also pay the manager’s advisory fee.

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.

More information is available in our [Form ADV Part 2A](#) (our “Brochure”) in **Items 5 and 12 and Appendix 1, [Wrap Program Brochure](#) in Item 4.**

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. Here are some examples to help you understand what this means:

- Our asset management fees are calculated as a percentage of the assets we manage for you. This type of fee arrangement could also influence us to recommend that you deposit more assets in your account, which would increase our fees.
- Most of our financial professionals are registered representatives of a broker-dealer. Your financial professional can earn additional transaction-based compensation when providing brokerage services through a broker-dealer. The more transactions in your account, the more compensation he or she will earn. This creates an incentive for your financial professional to encourage you to engage in transactions. You are encouraged to learn more about this arrangement by having a discussion with your financial professional.
- Our firm’s financial professionals include licensed insurance agents who sell insurance products for a commission. They have an incentive to recommend insurance products to you to increase their compensation.
- Although you will not be charged a transaction fee for trades in a Wrap account, we and/or your financial professional pay the broker-dealer a per transaction charge for purchases and sales in the Wrap account. The cost to your financial professional and/or the firm, of the transaction charges may be a factor which we and/or your financial professional considers when deciding which securities to select and whether or not to place transactions in the account. This is a conflict of interest.

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

More information is available in our [Form ADV Part 2A](#) (our “Brochure”) in **Items 4, 10, 11 and 12 and Appendix 1, [Wrap Program Brochure](#) in Item 4.**

How Do Your Financial Professionals Make Money?

Our financial professionals receive a portion of the advisory fees paid by you. Some are paid both a fixed salary and a variable bonus, because of his or her efforts in developing, maintaining client relationships and the amount of assets they may gather.

In addition to working as a financial professional for us, your financial professional may also act as a registered representative of a broker-dealer and/or offer insurance as a broker or agent through numerous insurance companies. These roles create conflicts of interest as discussed above.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

Yes. Merit Financial Group does not have disciplinary history; however, some of our financial professionals do. You can access the legal and disciplinary history of our financial professionals by visiting [Investor.gov/CRS](https://www.investor.gov/CRS) for a free and simple search tool to research Merit and our financial professionals.

- As a financial professional, do you have any disciplinary history? For what type of conduct?
- Who is my primary contact person?
- Is he or she a representative of a broker dealer?
- Who can I talk to if I have any concerns about how this person is treating me?

Where Can I Get More Information?

Visit www.meritfinancialadvisors.com, where you may view a copy of this [Client Relationship Summary](#), our [Form ADV 2A, Appendix 1, Wrap Fee Brochure and Privacy Notice](#). You may also contact us at (678) 867-7050 or email us at compliance@meritfa.com to request copies of these documents be provided to you via mail or e-mail.