

### Introduction

Chartered Advisory Group, Inc. (“CAG” or “we”) is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients financial planning and investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <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?

**Description of Services:** CAG offers both financial planning and consulting services and asset management services.

**Financial Planning & Consulting:** We provide financial planning and consulting services which involve one-time and/or ongoing meetings to discuss your financial situation and develop plans to address your needs. Please see **Item 4 of our Form ADV Part 2A**.

**Asset Management:** We provides asset management services which involves us managing and trading your designated account(s). We will discuss your investment goals and design a strategy to try and achieve your investment goals. As a standard part of our services, we will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. For more information, please see **Item 4** of our **Form ADV Part 2A**. Asset management services are provided on a **discretionary** basis, meaning we will have the authority to determine the type and amount of securities that can be bought or sold for your portfolio without obtaining your consent for each transaction. For more information about investment authority, please see **Item 16** of our **Form ADV Part 2A**.

**Financial Institution Consulting Services:** CAG provides investment consulting services to certain broker/dealers’ customers (“Brokerage Customers”) who provide written consent requesting to receive the firm’s consulting services. Brokerage Customers have entered into a written advisory agreement with CAG.

**Limited Investment Offerings:** We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios designed to be suitable for each client relative to that client’s specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer’s platform. When providing you services, we do not recommend or offer advice on any proprietary products.

**Account & Fee Minimums:** : All minimums are negotiable at the discretion of CAG.

**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?

**Description of Principal Fees & Costs:** Financial Planning & Consulting fees and Asset Management fees are charged separately.

**Financial Planning & Consulting:** We charge Advice & Planning Membership fees for delivery of these services. Typically, we charge an initial upfront fee of \$3,000/\$4,000 (individuals/couples) for months 1-4, then \$400 per month for months 5-12, then \$300 per month thereafter. Advice & Planning Membership fees are billed monthly.

**Asset Management:** We charge fees based on a percentage of assets under management, billed in arrears on a monthly basis, and calculated based on the average daily balance of your account during the previous billing period. The annual fee for asset management services is generally 0.80% and is negotiable based upon the type and compensation structure of the asset. Because our fee is based upon the value of your account, we have an incentive to recommend that you increase the level of assets in your account. When engaging us for asset management services, you will also incur other fees and expenses. The broker-dealer/custodian on your account will charge you transaction fees for executing trades in your account. You will also be charged internal fees and expenses by the funds we invest in within your account.

**Financial Institution Consulting Services:** CAG receives a consulting fee based on the Assets Under Management from Brokerage Customers who have provided written consent to a broker-dealer to receive the investment consulting service from CAG and have entered into a written advisory contract with CAG. The consulting fee is calculated from the Assets Under Management as of the end of a calendar quarter period multiplied by the annualized rate between 0.17% and 0.80%. The initial fee is paid only after the completion of one full calendar quarter period following the date of the executed agreement with broker-dealers.

**Additional Information:** 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 more information about the fees we charge and other fees and expenses you will incur, please see **Item 5 of our Form ADV Part 2A**.

*Conversation Starters: 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?**

**Standard of Conduct:** When we act as your investment adviser, we have to 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 of our conflicts of interest.

To the extent we recommend you roll over your account from a current retirement plan to an individual retirement account (“IRA”) managed by us and subject to our asset-based investment advisory fees, this is a conflict of interest because we have a financial incentive to recommend that you move your IRA to us even if it is not in your best interest. When we provide asset management services, we will ask that you establish an account with Charles Schwab to maintain custody of your assets and to effect trades for your account. Our recommendation to use Charles Schwab is not based solely on your interest of receiving the best execution possible. We also recommend Charles Schwab because they provide us with research, products and tools that help us manage and further develop our business operations. As a result, we do not have to pay for such benefits, which saves us money; however, these arrangements create a conflict of interest. See **Item 12** of our **Form ADV Part 2A** for more information about our arrangements with Charles Schwab. We actively manage our own personal accounts while at the same time managing your accounts and other client accounts. This creates different conflicts of interest for which we have developed procedures to mitigate and control for those conflicts. For more information see **Item 11** of **Form ADV Part 2A**. Some of our investment adviser representatives are also insurance agents. In this capacity they may sell, for commissions payable to CAG, various insurance products. CAG has a conflict of interest in recommending these products to you because of the potential for additional revenue.

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

**Additional Information:** For more information about our conflicts of interests and the ways we are compensated, please see **Item 5** and **Item 10** of our **Form ADV Part 2A**.

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

No, neither CAG, nor our IARs have a legal or disciplinary history to report. You can do further research at <https://www.investor.gov/CRS>.

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

#### **How Do Your Financial Professionals Make Money?**

**Description of Salary/Payment of IARs:** All of our IARs are compensated on a salary basis. IARs also receive bonuses based on firm profitability and CAG management discretion. Our IARs are NOT compensated based on the level of assets that they bring into CAG.

Compensating our IARs on a salary basis mitigates conflicts of interest between you and any of our individual IARs. However, since CAG as a firm does receive insurance commissions, this does create a conflict of interest between you and CAG as a firm.

**Additional Information:** For more information about these conflicts of interest, please see **Item 10** of our **Form ADV Part 2A**.

#### **Additional Information About CAG**

Additional information about us and copies of our Form ADV Part 2A disclosure brochure and this relationship summary are available on the Internet at [www.CharteredAdvisoryGroup.com](http://www.CharteredAdvisoryGroup.com). You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/116517>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at (610) 459-8872.

*Conversation Starters: 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?*