



Form CRS Customer Relationship Summary, December 19, 2024

Legacy Financial Group, LLC is registered with the Securities and Exchange Commission (SEC) as an Investment Adviser. Brokerage and investment advisory services and fees differ, and it is important for you as a retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors, including investment management, financial planning, consulting services, financial education services, retirement planning services, pension consulting services, divorce planning and selection of third-party money managers. We use an active, diversified investment approach tailored to the individual needs of our clients by developing an investment policy statement with each client. Investment management is provided on a discretionary basis. Discretionary means the trading activity with your account is entered by us without receiving prior authorization for each trade. For nondiscretionary accounts, you make the ultimate decision regarding the purchase and/or sale of investments. You may impose limitations in the form of specific constraints on any areas of discretion with our written acknowledgement. We monitor your account at least quarterly. We will offer you advice on a regular basis and contact you at least annually to discuss your portfolio. We do not have a minimum account size and we do not restrict our advice to limited types of products or investments.

We provide financial planning by gathering enough data to perform an analysis of client liabilities, cash flow, net worth, and tax assessments. We then assist you with formalizing your goals and plotting your investment timeline. Written financial plans or financial consultations usually include general recommendations for a course of activity or specific actions to be taken by you. We also provide education services about general investment principles as presentations to employees at the request of an employer. We provide pension consulting services to employer plan sponsors, which consist of assistance in establishing, monitoring and reviewing the plan. Financial professionals may recommend third-party money managers to you based on your financial needs. These managers offer a variety of programs and services that include separate account portfolio management programs and asset allocation programs.

For additional information, please see our Form ADV Part 2A brochure Items 4, which is available online at <https://adviserinfo.sec.gov/firm/summary/154927>

Conversation Starters. Questions to Ask Us:

- 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?

We offer our services on a fee basis, which may include hourly and/or fixed fees, as well as fees based upon assets under management. We provide investment management services for an annual fee, which is negotiable and will not exceed 1.20% for investment management services. The fees charged are based on the value of the cash and investments in your account(s) that we manage. Our fees are prorated and charged quarterly, in advance, and automatically deducted from your account, which will reduce the value of your account. We charge an hourly rate of \$150 - \$250 for financial planning and consulting services. Fees are due and payable upon completion of the services. Generally, projects fall within a 4-to-8-hour range which is \$600-\$2000 per engagement. When clients receive advisory services through us, the financial planning charges that they accrue may be waived. For retirement plan services, our fee, which is based on the total assets under the plan, will not exceed 1.20%. For pension consulting services, we charge an hourly fee \$150 or a flat fee ranging from \$750 to \$10,000. Flat fees may also be charged as a percentage of assets within the pension plan not to exceed 1.5%.

The broker/dealer that holds your assets may charge you a transaction fee when we buy or sell an investment for you. These transaction fees are in addition to our fees. You may also pay charges imposed by the broker-dealer for custodial fees, account maintenance fees, fees related to mutual funds and variable annuities, and other product-level fees.

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 additional information, please see our Form ADV Part 2A brochure Item 5, which is available online at: <https://adviserinfo.sec.gov/firm/summary/154927>

- 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?

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.

You can implement securities transactions with certain persons associated with our firm as Registered Representatives of Integrity Alliance, LLC. Integrity Wealth is a marketing name for Integrity Alliance, LLC (Integrity) an SEC registered broker-dealer and member of FINRA. Integrity will charge brokerage commissions to effect these securities transactions. You are encouraged to learn more about Integrity by reviewing Integrity's relationship summary and having a discussion with your financial professional. Furthermore, some of our financial professionals are licensed insurance agents with us, as we are also registered as an Insurance Agency primarily offering fixed insurance products. This presents a conflict of interest because financial professionals can recommend investment products and insurance products based on the compensation they will receive from selling such products, rather than the client's needs. We do not reduce your advisory fees to offset the compensation that our financial professionals receive.

We recommend that you establish an account with a third-party independent custodian. We receive research products and services from the custodian to assist us in the performance of our investment decision-making responsibilities. These arrangements present a conflict of interest in that we have a financial incentive to recommend that you maintain your account with the custodian for the availability of these products and services and not solely on the nature, cost, or quality of custody and brokerage services provided by the custodian.

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

For additional information, please see our Form ADV Part 2A brochure Items 5, 10, and 12, which is available online at: <https://adviserinfo.sec.gov/firm/summary/154927>.

How do your financial professionals make money?

Our financial professionals are compensated based on the revenue our firm earns from their advisory services or recommendations, the amount of client assets they service, referral fees from third-party money managers, and the time and complexity required to meet a client's needs. In addition, they are compensated with commissions based on the type of product sold. This presents a conflict of interest because those individuals can recommend the purchase of insurance and brokerage products where they would receive commissions or other compensation.

Do you or your financial professionals have legal or disciplinary history?

No, our firm or financial professionals do not have any legal or disciplinary history. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

- As a financial professional, do you have any disciplinary history? For what type of conduct?

For additional information about our services, you may visit the SEC's website at adviserinfo.sec.gov by searching CRD #154927. If you would like additional, up-to-date information or a copy of this disclosure, please contact our firm at (515) 255-3306.

- 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?