

Norris Financial Group, LLC is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, 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. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

We offer the following investment advisory services to retail investors: **Portfolio Management Services; Portfolio Manager to a Wrap Fee Program; Financial Planning Services; Asset Allocation Services; Advisory Consulting Services and Pension Consulting Services.** Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Brochure Items 4, 7, and 8 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/129422>.

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments on a weekly basis.

Investment Authority: We manage investment accounts on a **discretionary** basis whereby **we will decide** which investments to buy or sell for your account. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing.

Investment Offerings: We provide advice on various types of investments. Our services are not limited to a specific type of investment or product; however, we primarily use Exchange Traded Funds (ETFs) and exchange listed securities.

Account Minimums and Requirements: In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively.

Key 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?**

What fees will I pay?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A Brochure, Items 5 and 6 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/129422>.

- **Asset Based Fees** - Payable monthly in advance. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets. We also have an incentive to increase your advisory fee to cover the administrative fee charged to the Advisory Representative for participation in the Advisor Managed Portfolios program.
- **Fixed Fees** - Payable one-half up front with remainder due upon completion;
- **Hourly Fees** - Payable as invoiced;
- **Wrap Program Fees** - Payable quarterly in advance. Asset-based fees associated with a wrap fee program generally include most transaction costs and fees to a broker-dealer or bank that has custody of the assets; therefore, the asset-based fee is higher than a typical asset-based advisory fee. Since our firm or your Advisory Representative pays the transaction costs associated with securities transactions in your account, we have an incentive to minimize the trading in your account;
- **Program Fee** - Charged by Royal Alliance Associates, Inc.;
- **Commissions** - As an Investment Adviser, Norris Group, LLC does not receive commissions. However, Advisory Representatives acting as Registered Representatives of Royal Alliance Associates, Inc., the broker-dealer, receive commissions.
- **Fees related to variable annuities, including surrender charges;**

- **Additional common fees and/or expenses such as:** Custodian fees; account maintenance fees; fees related to mutual funds and exchange-traded funds; and transaction charges when purchasing or selling securities in non-wrap fee accounts.

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.

Key Questions to Ask Your Financial Professional

- **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 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 to help you understand what this means.

- **Third-Party Payments:** Persons providing advice on behalf of our firm are registered representatives with Royal Alliance, a broker-dealer, and/or are licensed as independent insurance agents. These persons will earn commission-based compensation in connection with the purchase and sale of securities or other investment and insurance products transacted and held outside of the advisory account. Commission-based compensation earned by these persons is separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend investment and insurance products based on the compensation received rather than solely based on your needs.

Refer to our Form ADV Part 2A Brochure Items 5, 10, 12 and 14 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/129422> to help you understand what conflicts exist.

Key Questions to Ask Your Financial Professional

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

How do your financial professionals make money?

The financial professionals servicing your account(s) are compensated through: Salary; Product Sales Commissions and non-cash compensation. Financial professionals' compensation is based on the amount of client assets they service; the time and complexity required to meet a client's needs; and the revenue the firm earns from the person's services or recommendations. They also receive non-cash compensation in the form of research, educational information and conferences, and monetary support for due-diligence trips and client events. Some Advisory Representatives receive forgivable loans from Royal Alliance as incentive to maintain a broker-dealer relationship for a stated period of time. These loans are typically used to assist in the expansion of business practices.

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

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose. Visit Investor.gov/CRS for a free and simple research tool.

Key Questions to Ask Your Financial Professional

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at (864) 235-6408 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/129422>.

Key Questions to Ask Your Financial Professional

- **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?**