

# Relationship Summary

## Synergy Financial Group, LTD

July 2020

Synergy Financial Group, LTD (“Synergy”) is an investment adviser registered with the Securities and Exchange Commission. Investment advisory services and fees differ from brokerage services and fees and it is important for you to understand the differences. [Investor.gov/CRS](https://www.investor.gov/CRS) is a website providing free and simple tools to research firms and financial professionals, and which provides educational materials about investment advisers, broker-dealers, and investing.

We encourage you to ask us questions. We have provided suggested conversation starters in call-out boxes throughout this Relationship Summary, labeled as “Questions to ask us.”

### What investment services and advice can you provide me?

Synergy offers investment advisory services to retail investors, which includes portfolio management and financial planning services. Our first meeting with you is to gain an understanding of your current financial situation, your short and long-term goals, and your risk tolerance and time horizon. We use this information to create a tangible, financial plan and recommend an investment portfolio specific to your investment objectives and needs. All clients have access to an interactive, custom, financial planning portal to keep track of their overall financial picture.

Our Managing Principal reviews and sets the firm’s overall investment philosophy and underlying mix of asset classes. We monitor client portfolios as part of an ongoing process with regular account reviews conducted periodically. Reviews are also triggered by material market, economic or political events, or by changes in your financial situation (such as retirement, termination of employment, physical move, or inheritance).

#### 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?

Synergy manages portfolios on a discretionary basis. When you grant us discretionary authority, this means we don’t need to call you before making changes in your account. Synergy obtains discretionary authorization through our signed advisory agreement with you. We offer advice on different types of asset classes and scenarios as it pertains to each client. This is mostly done utilizing our model portfolios. We do not have a minimum account size, but we feel our services are most appropriate for clients with at least \$1,000,000 in investable assets.

***For more detailed information about our services, please request a copy of our Form ADV, Part 2A brochure. Our brochure can also be found here: [Form ADV Part 2A](#).***

### What fees will I pay?

Synergy provides comprehensive portfolio management for an asset-based management fee, which is based on your total assets under our management. This fee starts at 1.75% and gradually drops on a tiered basis to .75% for assets over \$10 million. Our fees are billed quarterly in advance, deducted automatically from your account.

As part of our portfolio management process Synergy charges an annual financial planning fee in addition to our asset management fee. Financial planning fees range from \$5,000 - \$15,000 depending on the complexity of the work involved. Our fees are negotiable. When we charge asset-based management fees, your fee increases or decreases according to the value of the account. We, therefore, have a financial incentive to encourage you to increase the amount of assets Synergy manages for you. In addition to our advisory fees, you potentially may

#### Questions to ask us:

- 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?

pay fees charged by third parties for other services provided to you, including fees charged by your custodian. Examples of costs you might pay include regulatory fees, mutual fund transaction fees and wire transfer fees. Mutual funds and exchange traded funds also charge

internal management fees, which reduce the return of investments over time. Synergy does not receive any portion of these charges; we are compensated only through our own advisory 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. Our [Form ADV, Part 2A \(Item 5 and Item 12\)](#) contains more detailed information about fees and costs.***

## **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:***

Our primary conflict of interest is our receipt of asset-based, management fees. For example, if you asked us for a recommendation about paying down outstanding debt or making charitable contributions, versus keeping those funds in your accounts with us, we will always make the recommendation that we believe is in your best interest. At the same time, we have a conflict of interest in making the recommendation because we earn more advisory fees when you keep more assets in your account.

The only direct revenue Synergy receives is from the advisory fees you pay to us. However, this creates an incentive to recommend our clients use either Pershing Advisory Solutions (“Pershing”) or Charles Schwab & Co., Inc. (“Schwab”) as custodian because we receive other benefits, such as access to research, technology services, operational support, and seminars through our relationship with these custodians.

### **Questions to ask us:**

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

***Our [Form ADV, Part 2A](#) contains detailed information about our conflicts of interest.***

## **How do your financial professionals make money?**

Our financial professionals receive variable compensation related to the total amount of advisory assets managed for all their clients. This creates a financial incentive to solicit and retain clients. Our principal is also a registered representative and investment advisory representative of an unaffiliated dually registered broker-dealer/investment adviser - KMS Financial Services, Inc. (“KMS”). He will receive both management fee and commission income for accounts held through KMS. If you have an account with us through our relationship with KMS, you will also receive their Form CRS. In addition, our principal is licensed as an insurance agent with various insurance providers. For sales of insurance products, he will receive customary commissions.

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

No. Visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research our firm and our financial professionals.

### **Questions to ask us:**

- **Who is my primary contact person? Is he or she also a representative of a broker-dealer? Who can I talk to if I have concerns about the service I’m receiving?**

***For more detailed information about our investment advisory services, or to request another copy of this Relationship Summary, please contact us at (888) 734-2006 X 3 and speak to your advisory professional or our Chief Compliance Officer. You may also visit the SEC’s public disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).***