

## Introduction

Our firm, De Groote Financial Group, LLC, is an investment adviser registered with the Securities and Exchange Commission. We feel that it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at [www.investor.gov/CRS](http://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?

We are a registered investment adviser that offers investment advisory services, including Wrap Wealth Management and Financial Planning & Consulting, to clients. If you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, objectives, and risk tolerance. Based on what we learn, we'll recommend a portfolio of investments that is monitored on an ongoing basis, and if necessary, rebalanced to meet your changing needs and goals. We'll offer you advice regularly and contact you at least annually to discuss your portfolio. We do not restrict our advice to limited types of products or investments. Our firm does not impose requirements for opening and maintaining accounts or otherwise engaging us.

We manage accounts on a discretionary basis. After you sign an agreement with our firm, we're allowed to buy and sell investments in your account without asking you in advance. Any limitations will be described in the signed advisory agreement. We will have discretion until the advisory agreement is terminated by you or our firm.

Financial Planning & Consulting is included in our Wrap Wealth Management service for no additional fee. Financial Planning & Consulting is also offered as a separate service. We do not monitor your investments for the Financial Planning & Consulting service.

*Additional information about our advisory services is in Item 4 of our Firm Brochure and Item 5 of our Wrap Brochure, which are available online at <https://adviserinfo.sec.gov/firm/brochure/168178>.*

### 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 those qualifications mean?

## What fees will I pay?

We provide our Wrap Wealth Management service for an annual fee applied quarterly based on the value of the assets in your account or for an annual flat fee. Our quarterly fee ranges from 1.50% to 0.85% depending on the value of the assets in your account. Our annual flat fee is negotiable. For fees based on a percentage of assets in your advisory account, we have an incentive to increase the value of your assets in order to increase our compensation. You may also be charged the following additional fees depending on the services provided:

If we invest your assets in our Core Conservative, Core Balanced, or Core Growth portfolios, you will be charged an additional quarterly 0.25% fee.

We have entered into an agreement with Dynasty Financial Partners, LLC ("Dynasty"), which provides us with operational and back office support including access to a service provider network. Dynasty will charge you an additional annual "Platform Fee" fee ranging from 0.00% - 0.13%.

In certain cases, we select investment managers to assist us with managing your account. If we select an independent investment manager, they will charge you an additional 0.00% – 1.50% annually.

The total amount charged to you will be disclosed in your statements. Fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account. In rare cases, we will agree to send you invoices rather than automatically deduct our fees from your advisory account.

For our Financial Planning & Consulting service, our maximum flat fee is \$25,000 and our maximum hourly rate is \$1,000. We charge you when we provide a financial plan or consultation.

The custodian that holds your assets may charge you a transaction fee when we buy or sell an investment for you. We pay the custodian's transaction fees charged to you for our Wrap Wealth Management service. As a result, we have an incentive to recommend assets without transaction fees in order to reduce the amount of fees that we will have to pay on your behalf. The fees for wrap fee programs are typically higher than an asset-based advisory fee.

You may also pay charges imposed by the custodian holding your accounts for certain investments and maintaining your account. Some investments, such as mutual funds, index funds, exchange traded funds, and variable annuities, charge additional fees that will reduce the value of your investments over time. In addition, you may have to pay fees such as "surrender charges" to sell variable annuities. 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.

*Additional information about our fees is in Item 5 of our Firm Brochure and Item 4 of our Wrap Brochure, which are available [online](#).*

**Questions to Ask Us:**

- Help me understand how these fees and costs may 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:*

We are incentivized to recommend Dynasty's services over its competitors because our firm has acquired partial ownership interest in Dynasty. Additionally, clients provide revenue to Dynasty.

Licensed insurance agents have an incentive to recommend insurance products in order to increase their compensation. However, our financial professionals do not sell insurance products or receive any commissions.

*Additional information about our conflicts of interest is in Item 10 of our Firm Brochure and Item 9 of our Wrap Brochure, which are available [online](#).*

**Questions to Ask Us:**

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

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

We are paid based on the revenue our firm earns from advisory services or recommendations.

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

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

**Additional Information**

You can find additional information about our firm's investment advisory services on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD # 168178. You may also contact our firm at (805) 230-0111 to request a copy of this relationship summary and other up-to-date information.

**Questions to Ask Us:**

- 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?