



Magnus Financial Group LLC Form CRS – Client Relationship Summary

(effective March 28, 2024)

Item 1 – Introduction

Magnus Financial Group LLC (“Magnus,” “we” or “us”) is registered with the Securities and Exchange Commission (“SEC”) as a Registered Investment Adviser (“RIA”). As an RIA, our services and compensation structure differ from that of a registered broker-dealer, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at www.Investor.gov/CRS. The site also provides educational materials about broker-dealers, investment advisers and investing.

Item 2 – Relationships and Services

What investment services and advice can you provide me?

We provide investment advisory services, including financial planning and consulting and discretionary and non-discretionary investment management services to individuals, including high net worth individuals, as well as various entities, trusts, estates and businesses (our “clients”).

Our financial planning and consulting services can be rendered on a standalone basis, or in combination with investment management. When you as a client engage our services, we’ll meet with you to understand your current financial situation, existing resources, goals, liquidity constraints and risk tolerance. We rely upon the information provided for our review and do not verify or monitor any such information while providing such services. Please notify us promptly of significant changes to your financial situation or investment objectives.

Financial plans prepared for our clients are customized and are designed to achieve balance sheet optimization. We will recommend a portfolio of investments that is regularly monitored, and if necessary, rebalanced to meet your changing needs, stated goals and objectives. When engaged on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade and allocate the investments within your account(s) consistent with your investment objectives. When engaged on a non-discretionary basis, the client makes the ultimate decision regarding the purchase or sale of investments. In either case, our investment authority over your account(s) shall continue until our engagement is terminated.

We do not limit the scope of our investment advisory services to certain products or a limited group or type of investment. We do not maintain a minimum asset level or minimum fee relating to account assets.

Additional Information: For more detailed information about our *Advisory Business* and the *Types of Clients* we generally service, please see Items 4 and 7, respectively in our [ADV Part 2A](#). In addition, consider asking the following questions:

- *Given my financial situation, should I choose to engage Magnus in providing me with 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?*

Item 3 – Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

We provide our investment advisory and management services (“investment services”) on a fee basis. The fee can be fixed or on a tiered schedule based on assets under management or advisement (“Advisory Fee”) calculated annually and then collected on a quarterly basis based on the value of the investments in your account(s). Such fees vary and are negotiable but for most clients the fee generally ranges from 0.50% to 1.50% of assets, depending on a number of factors including but not limited to the size of the relationship and the nature and complexity of the products and investments involved, service intensity, degree of custom work, time requirement, number of entities and number of family members served. Fixed fee engagements may also be negotiated on a case-by-case basis.

We typically deduct our Advisory Fee from one or more of your investment accounts, in advance, on a quarterly basis, although billing may be quarterly in arrears under certain circumstances. Since our Advisory Fee is typically calculated as a percentage of your assets, the more assets you have in your advisory account, the more you will pay us for our investment services. Therefore, we have an incentive to encourage you to increase the assets maintained in accounts we manage. Our financial planning and consulting services are generally included in the Advisory Fee, but we may also be engaged to provide *ad hoc* or project-based planning and consulting work on an hourly rate basis, which would be expected to generally range from \$150 to \$1,000 per hour.

Other Fees and Costs: Your investment assets will be held with a qualified custodian. Custodians can charge ticket charges/brokerage commissions and/or transaction or other fees for effecting certain securities transactions (for example, transaction and redemption fees may be charged for certain mutual fund transactions). These charges will be assessed in accordance with the qualified custodian's transaction fee/ticket charge/brokerage commission schedule. In addition, relative to certain mutual fund and exchange traded fund purchases, certain charges will be imposed at the fund level (e.g., management fees and other fund expenses). To the extent utilized, additional fees in connection with the use of certain independent investment managers and investment platforms may also apply.

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. In addition, consider asking the following:

- *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?*

Additional Information: For more detailed information about our fees and costs related to the management of your account(s), please see Item 5 in our [ADV Part 2A](#).

***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 may recommend a particular custodian from whom we receive support services and/or products, certain of which assist us to better monitor and service your account.
- We may recommend rollovers out of employer-sponsored retirement plans and into Individual Retirement Accounts that we manage for an asset-based fee, which could have the effect of increasing our compensation.
- Certain of our representatives act as licensed insurance agents and in such separate capacity, may recommend the purchase of insurance products.

Consider asking the following questions:

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

Additional Information: For more detailed information about our conflicts of interest, please review our [ADV Part 2A](#).

How do your financial professionals make money?

Our financial advisors are generally compensated on the basis of advisory fees generated from the accounts managed by them. Additionally, certain of our financial advisors receive compensation from financial planning fees. Furthermore, certain of our financial professionals receive commissions from the sale of insurance products. You should discuss your financial professional's compensation directly with your financial professional.

Item 4 – Disciplinary History

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

Yes. Disclosures for our firm or our financial professionals can be found by visiting www.Investor.gov/CRS. Furthermore, we encourage you to ask your financial professional:

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

Item 5 – Additional Information

Additional information about our firm is available on the SEC's website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer, David Harrison, to request a current copy of our ADV Part 2A (also found through a link at the top of our website under "Form ADV") or this *Client Relationship Summary*. You may contact us by phone at: (800) 339-1367 and can access our website at www.magnusfinancial.com. We also encourage you to consider asking:

- *Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer?*
- *Who can I talk to if I have concerns about how this person is treating me?*