

## Southern Financial Group, LLC

May 18, 2020

### FORM CRS

Southern 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: **Financial Planning Services; Portfolio Management Services; and Consulting, Income Tax Preparation, Estate Settlement Services.** Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 7, 13 and 16 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/142644>

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

**Account Minimums and Requirements:** In general, we require a minimum account size to open and maintain an advisory account, which may be waived in our discretion. We also impose a minimum fee to open and maintain certain advisory accounts which may be waived at our discretion.

#### ***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.

- **Portfolio Management Fees** are calculated based on the value of your account and payable quarterly in advance.
- **Financial Planning Fees** are calculated and charged on an hourly basis and may be waived in certain circumstances.
- **Consulting, Income Tax Preparation, Estate Settlement Services Fees** are calculated and charged on an hourly basis and may be waived in certain circumstances.

For detailed information, refer to our Form ADV Part 2A by clicking this link

<https://adviserinfo.sec.gov/firm/brochure/142644>

Examples of the most common fees and costs that may be applicable to our clients are:

- Custodian fees; Account maintenance fees; and Performance Reporting fees;
- Termination Fees;
- Mutual Funds and exchange-traded fund fees;
- Transaction charges when purchasing or selling securities; and

- Other product-level fees associated with investments

**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.

- **Registered Representatives:** Advisers of our firm are also registered representatives with a broker-dealer. If they recommend securities or other investment products with this broker-dealer they will earn commission-based compensation. This compensation is separate from other advisory fees. This practice could present a conflict of interest because they may have an incentive to recommend investment products based on the compensation received rather than solely based on your needs
- **Insurance Agents:** Advisers of our firm are also licensed as independent insurance agents. If they recommend an insurance product with an insurance agency, they will earn commission-based compensation for selling the insurance product. Insurance commissions are separate from other advisory fees. This practice could present a conflict of interest because they may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs.

Refer to our Form ADV Part 2A by clicking this link <https://adviserinfo.sec.gov/firm/brochure/142644> 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?**

Our firm and/or the financial professional servicing your account(s) are compensated in the following ways depending on the services provided: Salary; Bonus; and/or Product Sales Commissions. The compensation is based on the amount of client assets they service; financial planning fees they generate; consulting, income tax preparation, and estate settlement services they provide; and commission-based products they sell.

**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](http://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 205-383-1415 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/142644>

***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?**