

# Client Relationship Summary (CRS)

## ITEM 1. INTRODUCTION.

Brio Financial Group is registered with the United States Securities and Exchange Commission as an investment advisor. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences.

Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisors and investing.

## ITEM 2: WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE TO ME?

Brio Financial Group (“Brio”) provides investment advisory services to retail investors. The principal services we offer are investment management and a variety of financial planning and consulting services. Investment management services are made available through a wrap fee program, which is sponsored by Brio and managed on an individualized basis according to your investment objectives, financial goals, risk tolerance, and other information which you provide to us. We monitor the holdings and performance of your account on an ongoing basis and provide you with periodic reports regarding the performance and holdings of your account. However, if we provide you financial planning only services, after delivery of the completed financial plan to you, we do not engage in any ongoing review or services after the expiration of the agreement, unless you separately engage us going forward. We typically provide investment management services on a discretionary basis pursuant to authority granted to us in your client agreement. Pursuant to this discretionary authority we are authorized to determine which securities are bought and sold, the total amount to be bought and sold, and the costs at which transactions will be effected. However, under certain circumstances there are clients for which we provide investment management services on a non-discretionary basis. We do not limit the provision of investment management services or financial planning services to proprietary products. In addition, we generally do not limit the types of investments available for clients, but consistently utilize individual equity securities, mutual funds, exchange traded funds, fixed income securities, and alternative investments. We do not typically impose account minimums for new clients. Brio reserves the right to accept or decline a potential client for any reason in our sole discretion.

For additional information, please refer to our [Form ADV Part 2A Brochure](#), especially [Item 4 Services, Fees & Compensation](#), and [Item 5 Account Requirements and Types of Clients](#) in our [Form ADV Part 2A Appendix 1 Wrap Fee Program Brochure](#).

### QUESTIONS TO ASK US:

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- How will you choose the investments that you recommend to me?
- What is your relevant experience, including your licenses, education and other qualifications?  
What do these qualifications mean?

## ITEM 3.1: WHAT FEES WILL I PAY?

For asset management services we charged an asset based wrap program fee, which is a fee that is calculated based on percentage of the total value of the assets in your account. For an asset based fee, the more assets that are in a client’s advisory account, the more a client will pay in fees. Therefore, we may have an incentive to encourage clients to increase the assets in his or her account. Asset based wrap program fees will include most transaction costs and fees to a broker-dealer or bank that has custody of the client’s assets, and therefore are often higher than a typical asset-based advisory fee. For financial planning services we charge a flat fixed fee as agreed upon in your engagement, based on the level of complexity of the services we provide to you, billed on a monthly or quarterly basis.

In addition to our asset based wrap program fee, you will be responsible for other fees and expenses, such as fees/expenses charged by any subadvisor, mutual fund, exchange traded fund, separate account manager or any taxes or fees required by federal or state law, as well as commission and transaction fees for any transactions executed away from the program broker-dealer.

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. For additional information, see [Item 4 Services, Fees & Compensation](#) of our [Form ADV Part 2A Brochure](#) and see [Item 4 Services, Fees and Compensation](#) of our [Form ADV Part 2A Appendix 1 Wrap Fee Program Brochure](#).

**QUESTION TO ASK US:**

- Help me to 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?

**ITEM 3.2: WHAT ARE YOUR LEGAL OBLIGATIONS TO ME WHEN ACTING AS MY INVESTMENT ADVISOR? HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS OF INTEREST DO YOU HAVE?**

When we act as your investment advisor, 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 conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide to you. As an example, certain Brio personnel are licensed as insurance professionals and as such recommend insurance products to our advisory clients and receive commissions on the sale of those products. For additional information, please refer to our [Form ADV Part 2A Brochure](#), specifically [Item 12 Brokerage Practices](#), [Item 14 Client Referrals and Other Compensation](#) and [Form ADV Part 2A Appendix 1 Wrap Fee Program Brochure](#), specifically, [Item 9 Additional Information](#).

**QUESTION TO ASK US:**

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

**ITEM 3.3: HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?**

Our financial professionals are paid on a salaried basis. Our financial professionals are paid pursuant to a combination of salary and a bonus structure. The bonus structure takes into consideration factors such as the amount of client assets they service, new clients obtained and/or an increase in client assets supervised by the professional. Since the firm charges an asset-based advisory services fee, the more assets you have in your account the more you will pay in fees and, therefore, the firm and the financial professional have an incentive to encourage you to increase the assets in your account. Certain of our financial professionals are also licensed insurance agents and in that capacity may recommend the purchase of certain insurance products to our clients. These financial professionals earn commissions for the sale of insurance products and, therefore, this presents a conflict of interest because these financial professionals in their role as insurance agents are incentivized to make insurance product recommendations based on the compensation received rather than on a client's needs. For additional information regarding our financial professionals' activities as insurance agents please refer to our [Form ADV Part 2A Brochure](#), specifically [Item 10 Other Financial Industry Activities and Affiliations](#).

**ITEM 4: DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE A LEGAL OR DISCIPLINARY HISTORY?**

Yes. You can visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

**QUESTIONS TO ASK US:**

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

**ITEM 5: ADDITIONAL INFORMATION**

For additional information about our investment advisory services and to request a copy of our Form CRS, please visit [BrioFG.com](http://BrioFG.com) or contact 415-623-2450.

**QUESTIONS TO ASK US:**

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