



Houlihan Financial Resource Group, Ltd
FORM CRS: Client Relationship Summary
June 24, 2020

Item 1. Introduction

Houlihan Financial Resource Group, LTD (HFRG) is registered with the Securities and Exchange Commission as an investment adviser. Investment advisory services and compensation structures differ from 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 Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2. Relationship and Services

What investment services and advice can you provide me?

HFRG offers wealth management services, which includes a range of financial planning services as well as the management of investment portfolios. When we act as your investment advisor, we act as a fiduciary and in your best interest and do not put our interest ahead of yours. We believe we cannot manage your assets without financial planning. Our approach to asset management is based on developing and maintaining a strong relationship with you through regular communication in order to develop trust and insight to your financial needs. As we get to know you, we develop an understanding of your financial goals, investment objectives, and risk tolerance to build your financial plan which then determines the investment decisions for your accounts. We manage assets on a discretionary basis, which means you give us the authority without prior consultation, to buy, sell, trade and allocate investments within your account(s) consistent with your investment objectives, established in your Investment Policy Guidelines. HFRG manages your accounts with a focus based on your goals and objectives. We do not limit the type of investment offerings and you may place reasonable restrictions on the management of assets, including specific securities or types of securities.

HFRG provides fee-only services to individuals and high net worth individuals. We also provide retirement planning services to individuals and high net worth individuals. In limited circumstances, we may provide wealth management and investment management to pension and profit sharing plans, trust and estates, charitable organizations, corporations and other business models. HFRG may also render investment management services to clients for their individual employer-sponsored retirement plans or other products that may not be held by the client's primary custodian. HFRG generally imposes a minimum asset base of \$1,000,000 but in its sole discretion may waive this requirement.

For more detailed information about our Advisory Business and Types of Clients we generally service, please see Items 4 and 7, respectively in our ADV Part 2A.

Conversation Starters:

"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?"

Item 3. Fees, Costs, Conflicts, a Standard of Conduct

What fees will I pay?

Because all clients receive financial planning services, it is included in asset management fee. HFRG annual fees are based on the amount of assets under the firm's management. Fees vary from negotiable and 1.00% depending on the size of the client's portfolio pursuant to the client's agreement. Our annual fees are prorated and charged

quarterly, in advance, based on the market value of the assets being managed by HFRG on the last day of the previous billing period.

Other Fees and Costs:

There are a number of other fees that can be associated with holding and investing in securities. Some of these fees include: custodian fees, account maintenance fees, fees related to mutual funds and variable annuities, fees charged by trust companies, banks and other financial institutions, as well as transaction fees for trading by the custodian. HFRG receives no portion of these additional fees and expenses. Clients receive confirmations and statements directly from the custodian (Schwab or Fidelity).

Additional Information:

We do not accept performance-based 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. For more specific information regarding our fees and costs, please see Item 5 in our ADV Part 2A.

“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’s example to help you understand what this means:

On occasion, an employee of HFRG may purchase for his or her own account securities which are also recommended for clients at the same time the clients purchase the securities. Our Code of Ethics details rules for employees regarding personal trading and avoiding conflicts of interest related to trading in one’s own account.

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

Additional Information

For more detailed information regarding compensation and conflicts, please review our ADV Part 2A.

How do your financial professionals make money?

Our financial advisors are compensated through a base salary and a discretionary bonus at the end of the year. HFRG does not receive, directly or indirectly, compensation from other investment advisors that it recommends or selects for its clients.

Item 4. Disciplinary History

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

No. We have no legal or disciplinary history. Feel free to go to Investor.gov/CRS for a simple search.

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

Item 5. Additional Information

Additional information about HFRG is available on the SEC’s website at www.adviserinfo.sec.gov or our website at www.houlihanfinancial.com. You may contact our Chief Compliance Officer, Ryan P. Houlihan at 703-796-0800 any time to request a current copy of our ADV Part 2A or this *client relationship summary*.

“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?”