

Liberty Financial Group Inc
Form CRS Customer Relationship Summary, April 1, 2022

Introduction	<p><i>Liberty Financial Group Inc.</i> is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand these 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.</p>
What investment services and advice can you provide me?	<p>We offer investment advisory and financial planning services to retail investors on a regular basis. We review your accounts on a periodic basis as part of our standard service. We offer advisory services to you on a discretionary basis which means we will buy and sell securities in your account without your prior consent. We also offer advisory services to you on a non-discretionary basis which means we provide advice to you and you decide which investments to buy and sell. We do not require a minimum account size to open an account however, our minimum annual engagement fee is \$4,500.</p> <p>For additional information, please see Form ADV, Part 2A brochure Items 4 and 7.</p> <p>Ask your financial professional—</p> <ul style="list-style-type: none"> • 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?	<p>Our investment advisory fees and financial planning services are based on the percentage of assets under management which are billed quarterly in advance. Your asset-based fee is based on the balance in your account on the last day of the quarter or on an annual basis based on the assets in your account in accordance with your advisory agreement. We require a minimum annual fee of \$4,500. A one-time fixed fee of up to \$1,500 is charged at the outset of our relationship with you for additional services provided during the first year as prioritized by you. Our fees are negotiable at our discretion. Your fee is agreed upon when we commence a relationship with you. Financial planning type services provided as a separate service are based on an hourly rate. You are responsible for the payment of all third-party fees which include custodian fees, brokerage fees, mutual fund fees and transaction fees. Those fees are separate and distinct from the fees and expenses charged by the Firm.</p> <p>The more assets there are in your account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account.</p> <p>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.</p> <p>For additional information, please see Form ADV, Part 2A brochure Items 5 and 6 of Part 2A.</p>

	<p>Ask your financial professional—</p> <ul style="list-style-type: none"> • Help me understand how these fees and costs might affect my investments. If I give you \$100,000 to invest, how much will go to fees and costs, and how much will be invested for me?
<p>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?</p>	<p><i>When we act as your investment adviser,</i> 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 is an example to help you understand what this means.</p> <ul style="list-style-type: none"> • We offer tax preparation services to our clients on an hourly basis. You are not obligated to use these services and may use a tax preparer of your choice. A potential conflict of interest may exist as we have an incentive to provide these services. In order to minimize this conflict our firm has policies and procedures in place regarding our fiduciary responsibilities to you. <p>Ask your financial professional—</p> <ul style="list-style-type: none"> • How might your conflicts of interest affect me, and how will you address them? <p><i>For additional information,</i> please see Form ADV, Part 2A brochure Item 12 and 17.</p>
<p>How do your financial professionals make money?</p>	<p>Our financial professionals receive a salary.</p>
<p>Do you or your financial professionals have legal or disciplinary history?</p>	<p>No.</p> <p>Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.</p> <p>Ask your financial professional—</p> <p>As a financial professional, do you have any disciplinary history? For what type of conduct?</p>
<p>Additional Information</p>	<p><i>For additional information about our investment advisory services or to request a copy of this Relationship Summary,</i> call us at (262) 785-1377. <i>Our Form ADV Brochure and this Relationship Summary can also be found at adviserinfo.sec.gov A link is provided at our website www.lfgwi.com</i></p> <p>Ask your financial professional—</p> <ul style="list-style-type: none"> • 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?