

CUSTOMER RELATIONSHIP SUMMARY (“FORM CRS”)

January 19, 2022



Larson Financial Group, LLC is a registered investment adviser and as such, provides advisory services rather than brokerage services. Brokerage services and fees differ from advisory services and fees, so it is important for you to understand the fees and services specific to a registered investment adviser.

Please be advised that Larson Financial Group LLC, is affiliated with the broker dealer, Larson Financial Securities, LLC and the registered investment adviser, Larson Capital Management, LLC. 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: **Portfolio Management Services; Financial Planning; Selection of Other Advisers; Advisory Consulting Services; Pension Consulting Services and Sponsor and Manager of Wrap Fee Programs.** Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A (“Firm Brochure”) Items 4, 5, 7, 8 and 13 and Form ADV Part 2 Appendix 1 (“Wrap Brochure”) Items 4, 5 and 6 by clicking this link: <https://adviserinfo.sec.gov/firm/brochure/140599>.

- **Account Monitoring:** If you open an investment account with our firm, as part of our standard service we will monitor your investments on a periodic basis or as specified in your Investment Policy Statement. Our monitoring of your investment accounts is limited by data integration availability.
- **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. We also offer *non-discretionary* investment management services whereby we will provide advice, but **you will ultimately decide** which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.
- **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 do not require a minimum dollar amount to open and maintain an advisory account; however, certain investment programs do require a minimum investment; also, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively.

For advisory services, please refer to Larson Financial Group, LLC's Form ADV Part 2A (“Firm Brochure”) or Form ADV Part 2A – Appendix 1 (“Wrap Brochure”) at <https://adviserinfo.sec.gov/firm/brochure/140599>.

Ask us questions to help you better understand our services: Given my financial situation, should I choose an 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 principal fees and costs associated with engaging Larson Financial Group, LLC for advisory services include:

- **Asset Based Fees** - Payable quarterly in advance. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets;
- **Fixed Fees** - Payable as invoiced;
- **Other Advisory Fees** - We may share in the fee charged by the third-party adviser(s) or in the alternative include the value of the assets managed by the third-party adviser(s) when determining our advisory fee;
- **Wrap Program Fees** - Payable quarterly in advance. Asset-based fees associated with a wrap fee program generally include most transaction costs and fees to a broker-dealer or bank that has custody of the assets; therefore, the asset-based fee is higher than a typical asset-based advisory fee. Since our firm pays the transaction costs associated with securities transactions in your account, we have an incentive to minimize the trading in your account;
- **Clients may also pay additional fees and/or expenses.** Common fees and costs applicable to our clients are: custodian fees, account maintenance fees, mutual fund and ETF fees, transaction charges when purchasing or selling securities, fees related to variable annuities, including surrender charges and other product-level fees associated with your investment.

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 detailed information about fees and charges, Larson Financial Group, LLC's Form ADV Part 2A (“Firm Brochure”) or Form ADV Part 2A – Appendix 1 (“Wrap Brochure”) at <https://adviserinfo.sec.gov/firm/brochure/140599>.

Ask us questions to help you better understand our services: 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 PROVIDING RECOMMENDATIONS WHEN ACTING AS MY INVESTMENT ADVISER? HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS OF INTEREST DO YOU HAVE?

When we provide you with a recommendation 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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

- **Proprietary Products:** Larson Capital Management, an affiliated company, serves as the general partner over one or more private funds (private pooled investment vehicles) in which you may be solicited to invest. Larson Financial Group LLC, and certain members of their management and other knowledgeable employees may acquire, directly or indirectly, investment interests in these funds or have other financial interests (e.g. General Partner, Officers, Board Members, etc.) in the funds. In addition, performance fees from these funds may be shared with Larson Financial Securities, LLC, our affiliated broker dealer, and their registered representatives. This presents a conflict of interest because we have investments and/or are compensated by the private funds of our affiliated company.
- **Third-Party Payments:** Financial professionals providing investment advice on behalf of Larson Financial Group LLC are registered representatives with our affiliated broker-dealer, Larson Financial Securities, LLC. These representatives receive compensation in connection with the purchase and sale of securities or other investment products. This compensation is separate and in addition to advisory fees. This practice presents a conflict of interest because they have an incentive to recommend investment products based on the compensation received.
- **Other Third-Party Payments:** Financial professionals providing brokerage services on behalf of Larson Financial Securities LLC and/or investment advice on behalf of Larson Financial Group, are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products. Insurance commissions are separate and in addition to brokerage commission and advisory fees. This practice presents a conflict of interest because they have an incentive to recommend insurance products to you which will generate additional commissions.

To further help you understand what conflicts of interest exist, Larson Financial Group, LLC's Form ADV Part 2A ("Firm Brochure") or Form ADV Part 2A – Appendix 1 ("Wrap Brochure") at <https://adviserinfo.sec.gov/firm/brochure/140599>, and Form CRS for Larson Financial Securities, LLC: https://files.brokercheck.finra.org/crs_152517.pdf. Larson Capital Management, LLC does not have a Form CRS because its only clients are private equity funds and not natural persons.

Ask us questions to help you better understand our services: How might your conflicts of interest affect me, and how will you address them?

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial professionals are compensated via a percentage of the revenue generated by the clients that they service, and in some instances, a base salary and/or a bonus. To help you understand what conflicts exist, Larson Financial Group, LLC's Form ADV Part 2A ("Firm Brochure") or Form ADV Part 2A – Appendix 1 ("Wrap Brochure") at <https://adviserinfo.sec.gov/firm/brochure/140599>.

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

Yes, our firm or our financial professionals currently have legal or disciplinary history to disclose. These events are disclosed in either our Form ADV or the specific individual's Form U4. These documents can be found by going to [Investor.gov/CRS](https://investor.gov/CRS).

Ask us questions to help you better understand our disciplinary history: As a financial professional, do you have any disciplinary history? For what type of conduct?

ADDITIONAL INFORMATION

You can find additional information about our advisory services, visit our website <https://larsonfinancial.com>. If you would like additional, up-to-date information or to request a copy of this relationship summary, please call 866.569.2450 or email compliance@larsonfinancial.com.

Ask us questions to help you better understand who to contact with any questions or complaints: 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?

For copies of our Affiliate's Larson Financial Securities, LLC's Form CRS and Larson Capital Management, LLC's Firm Brochure (Form ADV 2A), please contact us at the same phone number and email listed above.