

## FORM ADV PART 3 (Client Relationship Summary)

Dated: 11/11/2021

### Item 1: Introduction

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NORTH STAR ADVISORY GROUP, LLC is an investment adviser registered with the Securities and Exchange Commission offering advisory accounts and services. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. This document gives you a summary of the types of services and fees we offer. Please visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for free, simple tools to research firms and for educational materials about broker-dealers, investment advisers, and investing.

### Item 2: Relationships and services

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Questions to ask us: 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 investment services and advice can you provide me?

*Our firm primarily offers the following investment advisory services to retail clients: portfolio management (we review your portfolio, investment strategy, and investments), financial planning services, selection of other advisers (we may select a third-party adviser for you to use). We provide pension consulting services and advisory services to retirement plans. As part of our standard services, we typically monitor client accounts on at least an annual basis. Our firm offers discretionary services, and the investment advisor representative makes decisions regarding the purchase or sale of investments. We may limit the types of investments that are recommended since not every type of investment vehicle is needed to create an appropriate portfolio. Our firm does not have a minimum account size. Please also see our Form ADV Part 2A ("Brochure"), specifically Items 4 & 7.*

### Item 3: Fees, costs, conflicts and standard of conduct

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Questions to ask us: 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? How might your conflicts of interest affect me, and how will you address them?

What fees will I pay?

*Our fees may vary depending on the services you receive. Additionally, the amount of assets in your account affects our advisory fee; the more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets to increase our fee. The fee is 1.00% of assets under management, unless otherwise agreed to and specified in writing in the asset Management Agreement. Our advisory fee is negotiable, depending on individual client circumstances. You pay our fees even if you do not have any transactions and the advisory fee paid to us generally does not vary based on the type of investments selected. Please also see Items 4, 5, 6, 7 & 8 of our Brochure.*

*Some investments (e.g., mutual funds, variable annuities, etc.) impose additional fees (e.g., transactional fees and product-level fees) that reduce the value of your investment over time. The same goes for any additional fees you pay to a custodian. Additionally, you will pay transaction fees, if applicable, when we buy or sell an investment for your account. **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.** Please also see our Brochure for additional details.*

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:*

- *Our custodians provide benefits related to trading, research, compliance, marketing, education, and practice management support. This presents a conflict of interest, because our receipt of their support makes us more inclined to continue using and recommending them.*
- *The more assets you have in your advisory account, including cash, the more you will pay us. Therefore, we have an incentive to increase the assets in your account to increase the amount we earn (i.e., recommending that you rollover your retirement plan account or transfer assets to our management).*

How do your financial professionals make money?

*Primarily, we and our financial professionals receive cash compensation from the advisory services we provide to you because of the advisory fees we receive from you. This compensation may vary based on different factors, such as those listed above in this Item. Please also see Item 10 of our Brochure for additional details.*

#### **Item 4: Disciplinary history**

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Do you or your financial professionals have legal or disciplinary history? If so, for what type of conduct?

*No, we do not have legal and disciplinary events. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.*

#### **Item 5: Additional information**

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Questions to ask us: 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 additional information on our advisory services, see our Brochure available at <https://adviserinfo.sec.gov/firm/summary/171964> and any individual brochure supplement your representative provides. Please contact us at 216-202-0202 or [info@nsag.com](mailto:info@nsag.com) if you have any questions, need additional up-to-date, or want another copy of this Client Relationship Summary.