

# *SG Long & Company*

## *Form CRS - Customer Relationship Summary*

*March 17, 2022*

### **Introduction**

S.G. Long & Company is a dually registered broker-dealer and investment advisory firm, registered with the Securities and Exchange Commission (SEC) and a member of the Financial Industry Regulatory Authority (FINRA), the Securities Investor Protection Corporation (SIPC) and the State of Montana Securities Division. Brokerage and investment advisory fees are different, and it is important for you to understand the distinction between the two services.

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

Investment and insurance products offered through S.G. Long & Company are not insured by the FDIC or any other federal government agency, are not deposits or other obligations of, or guaranteed by a bank or any bank affiliate, and are subject to investment risks, including possible loss of the principal amount invested.

### **What investment services and advice can you provide me?**

We offer non-discretionary brokerage account services to retail investors. Our financial representatives make recommendations based on the information you provide to them. You, the client, must approve each transaction. There is no internal minimum account size or investment amount for our brokerage accounts. However, certain products offered by our financial representatives may be subject to their own minimum investments. You will be responsible for reviewing the confirmations and statements to ensure your needs have been met.

We also offer fee-based advisory services to our retail investors. We offer programs that are non-discretionary, where the financial representative is not permitted to make investment decisions without your authorizations. You will be responsible for reviewing the confirmations and statements to ensure your needs have been met.

Through our affiliation with RBC, our investment advisory services include managing and allocating client assets among investments available in RBC's advisory platforms, managed portfolios from third-party managers and financial planning services. Depending on the program and services you select, the money manager will make investment decisions for you on a discretionary basis. The terms and limits of the third-party's discretionary authority are described in the advisory agreement provided when opening the account.

Program services are provided based on your investment advisory agreement. Reviews (monitoring) are conducted periodically to evaluate adherence to model portfolios and investment allocations selected by you. The frequency and limitations of our and RBC's account monitoring depends on the advisory program that you select. Advisory accounts have

minimums starting at \$10,000 up to \$25,000 based on the RBC program selected. More information about investment advisory services and current account minimums for advisory programs are provided in the new account paperwork when opening the account. For more information on the advisory services available, please visit <https://www.sglongfinancial.com/form-crs> and review Item 4 of S.G. Long & Company's ADV.

*Conversation Starter:* Ask your financial professional....

- Given my financial situation, should I choose a brokerage service or an advisory service? Why or why not?
- How will you choose investments you 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?

Brokerage services are provided and charged on a transaction basis. The fees you will be charged are typically called "commissions," "sales charges," "loads," "selling concessions," or "trails." These fees vary depending on the investment product you select and the size of your transaction. Fees can be charged up-front when you purchase or can be charged when you sell the investment ("selling concession") or on an ongoing basis for as long as you hold the investment ("trails"). Because your financial representative is paid on a transaction basis, there is a financial incentive for them to trade more frequently.

For our investment advisory services, you pay a fee based on the program you select. These fees are typically charged as a percentage of total assets on a monthly, quarterly, or annual basis, depending on the investment advisory program you select. These accounts have a limited number of trades that are included in the fee you pay. Because these account types are charged a fee, your financial representative may encourage you to invest through an advisory account. This can cause an inherent conflict of interest in that your financial advisor could have an incentive to recommend an advisory account instead of a brokerage account in order to earn more compensation. Compensation will be earned whether or not trades are made in the account. For more information, please visit <https://www.sglongfinancial.com/form-crs> and review Item 5 of S.G. Long & Company's ADV.

Other account maintenance fees that you could be responsible for are those charged by our clearing firm that includes for example: annual custodial fees, account maintenance fees, postage and handling fees, transfer fees, wire fees, checking account fees, SEC or other exchange fees and miscellaneous fees and costs. You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money made on your investments over time. Please make sure you understand what fees and costs you are paying. For more information, please visit <https://www.sglongfinancial.com/form-crs> and clicking on "RBC Client Fees."

Certain investments, such as mutual funds, ETFs, UITs, annuities, and 529 College Savings Plans, bear ongoing costs that you pay indirectly because they are factored into the cost of the investment and are in addition to our brokerage and advisory fees. In addition, these types of investments may charge surrender or early termination fees if you sell your investments early. For more information regarding these expenses, please refer to the prospectus or offering documents for your investment.

Fees are determined based on the product selected, size of an account, trading frequency, service needs, and other account related factors. Specific fees will be disclosed in the account opening documents. For additional information, please see our Advisory Disclosure page, which is available at <https://www.sglongfinancial.com/form-crs>.

*Conversation Starter:* Ask your financial professional....

- 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 as my broker-dealer or when acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?**

When your financial professional provides you with recommendations through a broker-dealer or investment advisor, we are required to act in your best interest and not put our interest ahead of yours. Our firm is paid by retaining a percentage of all commissions and advisory fees collected. The way we make money creates some conflict with your interests. You should understand and ask us about these conflicts because in some circumstances they could affect the recommendations we provide you. For example:

- Our broker-dealer is 100% owned by our holding company, SG Long Financial Services, which is 100% employee-owned. This employee ownership creates a conflict in that when the corporation makes money the employees stock value increases and they can benefit from that relationship.

*Conversation Starter:* Ask your financial professional....

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

**How do your professionals make money?**

Our firm's financial professionals are compensated by receiving commissions charged on transactions or fees earned. This can cause an inherent conflict of interest, as the financial representative may have an incentive to encourage you to increase the assets in your accounts.

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

Yes, we do have financial representatives that currently disclose disciplinary history. Our regulators require disclosures for various legal or disciplinary actions, some of which are investment-related. We conduct an in-depth review of all employees upon their affiliation with the firm. To review our employees visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

*Conversation Starter:* Ask your financial professional....

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

## Additional information

For additional information about our services, please contact your financial representative or review our website at [www.sglongfinancial.com](http://www.sglongfinancial.com). You can view copies of this Client Relationship Summary and privacy notice. If you have questions and prefer to speak to someone other than your financial advisor, please call our office at (406)721-0999 and ask for a supervisor.

*Conversation Starter:* Ask your financial professional

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