

# THE KELLY GROUP

## RELATIONSHIP SUMMARY

November 17, 2020

### I. Introduction.

Kelly Financial Group, LLC. (“The Kelly Group”) is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. 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 advisers, and investing.

### II. What investment services and advice can you provide me?

We offer investment advisory services to retail investors. We work with you to understand your situation, goals and needs, and then offer you investment advice that is tailored to your situation. We provide holistic financial planning and wealth management services, including retirement planning, investment planning, risk management, college planning, and estate and legacy planning. As part of our standard portfolio management service, we will monitor your investments and offer you the opportunity to meet with us at least annually to discuss your portfolio. Our clients generally choose to authorize us to buy and sell securities in their accounts without asking them in advance (a “discretionary account”). We sometimes agree to give advice and the client decides which investments to buy or sell (a “non-discretionary account”). In non-discretionary accounts, the client makes the ultimate decision regarding the purchase and sale of investments. We typically use model portfolios that include institutional mutual funds or ETFs. If clients already hold other types of investments, including equities, fixed income securities, variable annuities and options, we can provide advice on the holding or disposition of those assets. Other firms could provide advice on a wider range of choices, some of which might have lower costs. There is no minimum account size for advisory accounts, but the custodian charges a custody fee to accounts with a value of up to \$250,000. For more information about our services, please see our Form ADV Brochure, which is available on our website, [www.kellyria.com](http://www.kellyria.com).

#### *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?

### III. What fees will I pay?

Annual fees for advisory services are based on a percentage of the value of the assets under our management. The more assets there are in your advisory account, the more you will pay in fees, and the firm may therefore have an incentive to encourage you to increase the assets in your account. You will also pay other third party fees, such as custodian fees, and fees related to mutual funds. Additional details about fees and costs is in our Form ADV Brochure, which is provided to all clients, and is available on our website, [www.kellyria.com](http://www.kellyria.com).

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 investment over time. Please make sure you understand the fees and costs you are paying.

*Conversation starters:*

Help me understand how these fees and costs might affect my investment. If I give you \$10,000 to invest, how much will go to fees and costs and how much will be invested for me?

IV. 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 interests 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.

- Because we are compensated on the basis of the value of your assets under our management, it is in our interest to encourage you to increase the assets in your account, including, for example, by rolling over assets from an employer retirement plan into an account under our management.
- We receive benefits from the custodian that we recommend, including technology, compliance tools, and reimbursement for attendance at sponsored events. Additional information is in our Form ADV Brochure, which is provided to all clients, and is available on our website, [www.kellyria.com](http://www.kellyria.com).

*Conversation starter:*

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

V. How do your financial professionals make money?

Our professionals are paid a base salary with a performance based bonus, partially based on Assets Under Management. They do not receive different compensation based on the products sold or product sales commissions.

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

No. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research our firm and financial professionals.

*Conversation starter:*

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

VII. Additional Information.

For additional information about our services or to request a copy of this relationship summary or our Form ADV Brochure, please visit our website, [www.kellyria.com](http://www.kellyria.com), or the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), or telephone us at 800-999-8609.