

## **Introduction**

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GM Advisory Group, Inc (“**GMAG**”) is registered with the Securities and Exchange Commission as an investment adviser based in Melville, New York. 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 [Investor.gov/CRS](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers and investing.

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

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We offer investment advisory services to retail investors. We will meet with you to identify and discuss your financial goals, financial needs and the level of investment risk that you are willing to bear. We will then help you build a portfolio of investments utilizing mutual funds, exchange traded funds (“**ETFs**”), stocks, bonds, and possibly other investments, including private investment funds (including hedge and private equity funds), that can help you meet those goals and financial needs. GMAG has no minimum account size. GMAG offers financial planning and/or consulting services to clients included with investment advisory services. In certain situations, GMAG will charge separately for such services under a separate fee agreement depending on individual needs.

GMAG provides discretionary and non-discretionary investment management services to separately managed account clients. We offer a Wrap Fee Program (the “**Program**”). In the Program you pay a single specified annual fee, inclusive of certain execution, custody, performance reporting, and management fees. We also offer services on a non-wrap fee basis, where clients pay a single specified annual fee, inclusive of management fees and performance reporting. Execution and custody fees are charged separately. Additional information can be found in Items 4 and 5 in our [Form ADV 2A Brochure](#).

If you provide GMAG with discretionary authority, GMAG will make investment decisions for your account and execute trades on your behalf. If you engage GMAG for non-discretionary services, GMAG will make and discuss its trade recommendations with you, but you will make the ultimate decisions regarding the purchase or sale of securities.

As part of the standard services GMAG provides, GMAG monitors the investments in your account continuously, and specifically reviews your account to make sure the investments GMAG recommends to you are meeting your financial goals. Additional information can be found by reading Items 4, 5, 8, 12, and 13 in our [Form ADV 2A Brochure](#).

*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 and other qualifications? What do these qualifications mean?*

### **What fees will I pay?**

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GMAG’s annual management fee for Program services can be up to 2% of a client’s assets under management but may vary. Most transaction costs and fees are included in the Program; accordingly, the cost may be higher than asset based advisory fees that do not include transaction costs and fees. When GMAG is paid for advisory services based on the assets in its clients’ accounts, there is an inherent incentive for GMAG to encourage a client to increase the assets under management in their account to earn higher fees. GMAG’s annual management fee for non-wrap fee services are primarily charged on a fixed basis. GMAG’s fees are billed quarterly in advance and debited from your account. Additional information can be found by reading Items 4 and 5 in our [Form ADV 2A Brochure](#).

The fee for GMAG’s separate financial planning and consulting services are determined either on an hourly or fixed fee basis depending on the complexity of the service and relevant circumstances and negotiated under a separate agreement. GMAG and its personnel may receive insurance commissions on any insurance recommendations the client executes pursuant to financial planning advice. The commission amounts are disclosed to you in writing, and your authorization to proceed with any insurance product purchase is required. Additional information can be found by reading Items 4 and 5 in our [Form ADV 2A Brochure](#).

#### **Description of Other Fees and Costs**

For Non-wrap fee investment management services, you will be charged additional fees and/or expenses by third parties that include, but are not limited to, custodial fees, brokerage commissions, mutual fund fees, ETF fees, private fund fees, and other fees and expenses. Program service clients will incur costs and expenses of brokers not included in the Program; mark-ups and mark-downs on fixed-income transactions; mutual fund, ETF, and private fund fees and expenses; and

certain other costs and expenses. GMAG does not receive any portion of these fees or 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 you make on your investments over time. Please make sure you understand what fees and costs you are paying. Additional information is available by reading Items 5, 12 and 15 of our [Form ADV 2A Brochure](#).

*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 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**, GMAG acts as a fiduciary. We take your investment guidelines into consideration before making a recommendation and must always 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 that means:

GMAG has many clients which means that our financial professionals may have a conflict in allocating time and investments to different clients. To address this conflict, we have procedures to monitor client portfolios and ensure the fair allocation of opportunities.

GMAG can recommend that certain of its advisory clients invest in a private fund managed or sponsored by GMAG or its affiliates. A conflict of interest exists as the compensation that GMAG or its affiliates can earn as result of services rendered to the private fund (which could include management fees and performance-based compensation) could exceed the compensation that GMAG would otherwise earn by recommending that the client invest in other types of investments other than the private fund. To address this conflict, investments are only recommended to clients with consideration of numerous factors in mind, including but not limited to, the client's investment objective and financial circumstances.

Certain GMAG personnel are licensed insurance agents with GMAG Risk Management, LLC ("GMAG RM"), an affiliate of GMAG. A conflict of interest exists as GMAG and its personnel have an incentive to recommend GMAG Risk Management LLC to its clients because of the compensation that can be earned by GMAG Risk Management LLC and certain GMAG personnel as a result of the sale of insurance products to clients through GMAG Risk Management LLC. To address conflicts of interest, we have procedures to ensure recommendations are in each client's best interest.

For more detailed information on our conflicts of interest, please read Items 5, 6, 7, 10, 11, 12, 14 of our [Form ADV 2A Brochure](#).

*How might your conflicts of interest affect me and how will you address them?  
How do your financial professionals make money?*

GMAG and our financial professionals make money by contracting with new clients and increasing assets under Management. Our employees may also receive discretionary bonuses and/or client referral bonuses. Clients do not pay more as a result of the referral program.

### ***Disciplinary History***

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

No, GMAG and our financial professionals do not have any legal or disciplinary history to report. Additional information can be found in Item 9 in our [Form ADV Part 2A Brochure](#). Please visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research GMAG and our financial professionals.

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

### ***Additional Information***

Please contact us at 631-227-3900 or [miamunno@gmadvisorygroup.com](mailto:miamunno@gmadvisorygroup.com) for additional information about our investment advisory services or to request a copy of this relationship summary.

*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?*