

## Sterling Retirement Group of Sacramento – Client Relationship Summary

### **Introduction**

Sterling Retirement Group of Sacramento 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 retail investors 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.

### **Relationships and Services**

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

We offer four main investment advisory services to retail investors.

**Financial Planning and Consulting:** This service involves evaluating your financial situation, goals, and risk tolerance, and providing recommendations. We advise on topics such as financial and cash management, risk management, estate planning, tax issues, retirement planning, educational funding, goal setting, and other needs.

**Business Consulting:** This service is for clients who have family or closely held businesses. It entails one or more of the following: review financial statements to look for cost saving opportunities; review employer hiring strategies; review worker's compensation insurance; assisting hiring CPAs and corporate attorneys; real estate transaction reviews and due diligence; assistance with structuring the transfer of the business from one generation to the next; and other services as negotiated with the client.

**Portfolio Management:** We work with each client to determine his/her objectives, time frame, risk parameters and other investment considerations. Once these are determined we recommend one of our portfolios. Our agreement with the client will detail the initial portfolio. As time progresses, we will have discretion to reallocate account holdings and to make strategist changes without consulting with the client.

**Selection of Third-Party Investment Advisers:** We may recommend the services of a third-party investment adviser or co-adviser. The recommendation will depend on the client's circumstances, goals and objectives, strategy desired, account size, risk tolerance, or other factors. The co-adviser will be responsible for portfolio management, best execution, portfolio reporting, trading, trade error resolution, and custodian reconciliations. We will maintain monitor the account, make recommendations about the co-adviser, meet with you at least annually and act as your primary financial adviser. We do not require a minimum account size to work with us.

#### ***Additional Information:***

You can find more detailed information about the services we offer in Items 4 and 7 of our Firm Brochure.

#### ***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?"

### **Fees, Costs, Conflicts, and Standard of Conduct**

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

Our financial planning and consulting services on a fixed or hourly fee basis. The fixed fee ranges between \$500 and \$5,000, depending on the nature and complexity of the client's individual circumstances. The hourly fee is \$400. Our fees are negotiable and are agreed to at engagement. One half of the fee is due at signing with the remainder due at the conclusion of the engagement.

Our business consulting services on a fixed or hourly fee basis. The fixed fee ranges between \$1,000 and \$50,000, depending on the nature and complexity of the business. The hourly fee is \$400. Our fees are negotiable and are agreed to at engagement. One half of the fee is due at signing with the remainder due at the engagement's conclusion.

Our portfolio management fees are based on a percentage of assets under management in the accounts. The fee ranges from 0.30% to 1.65%. It is calculated and collected quarterly in advance.

Our fees for the selection of third-party investment adviser services are based on a percentage of assets under management in the account. The client is charged two fees, one by the co-adviser and one by us. The co-adviser charges between 0.50% and 1.00%. We charge between 0.30% and 1.65%. The fees are calculated and collected quarterly in advance.

Our fees do not include brokerage commissions, transaction fees, or custodian fees. Mutual funds and exchange traded funds charge internal management fees that are exclusive of our fees.

**Additional Information:**

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. You can find more detailed information about our fees and costs in Item 5 of our Firm Brochure.

**Conversation Starter:**

“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, 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:

- a) Some of our firm’s financial professionals are an independent life and health insurance agent, and they may recommend these services to clients. This activity pays them commissions that are separate from our fees, and give them a financial incentive to recommend and sell insurance products to our clients.
- b) Some of our firm’s financial professionals are registered representatives of an unaffiliated broker-dealer, and they may offer you brokerage services through the unaffiliated broker-dealer. Brokerage and our advisory services are different, and the fees our firm and the broker-dealer charge are different. Registered representatives charge a transaction-based commission each time they buy or sell a security in a brokerage account. As a result, they have an incentive to trade as much as possible in order to increase their compensation.
- c) We may recommend that the client rollover a retirement account for us to manage. This creates a financial incentive because we charge a fee for our services.

**Additional Information:**

You can find more detailed information about our conflicts of interest in Item 10 of our Firm Brochure.

**Conversation Starter:**

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

***How do your financial professionals make money?***

Our financial professionals receive a salary for their services. Bonuses are paid from time to time based on our owner’s discretion. Registered representatives charge a transaction-based commission each time they buy or sell a security in a brokerage account. As a result, they have an incentive to trade as much as possible to increase their compensation.

**Disciplinary History**

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

**Additional Information:**

Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research you and your financial professionals.

**Conversation Starter:**

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

**Additional Information**

***You can find additional information about our investment advisory services and request a copy of our relationship summary using one of the following:***

Website: [www.sterlingretire.com](http://www.sterlingretire.com)

Address: 300 Harding Blvd., #115, Roseville, CA 95678

Email: [clientservice@sterlingretire.com](mailto:clientservice@sterlingretire.com)

Telephone: (916) 724-1702

**Conversation Starter:**

“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?”

**Summary of Material Changes Client Relationship Summary:**

Our client relationship summary dated July 2024 has been updated to reflect the new hourly rate for financial and business consulting which is \$400.

