

Northstar Financial Companies, Inc. (Northstar) March 4, 2024

Form Customer Relationship Summary

Northstar Financial Companies, Inc. (referred to as “we” or “us”) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs) which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer asset management and financial planning services, either separately or together, to retail investor. We also offer both wrap and non-wrap fee programs. We offer asset management services on a **discretionary** basis. Whether we manage your account on a discretionary or non-discretionary basis will depend upon our written agreement with you. A **discretionary** account allows us to buy and sell investments in your account, based on reasonable limitations set by you. We will not need to ask for your permission before buying or selling those investments. A **non-discretionary** account requires you to make the final decision about what investments to buy and sell.

Investments are monitored on a regular and continuous basis and written investment recommendations are sent to you quarterly (electronically or via regular mail if preferred) regardless of whether your account is **discretionary** or **non-discretionary**. We require a minimum account value of \$10,000 for asset management services.

Financial planning services are offered on an on-going, regular basis or on an as-needed basis. Financial planning services may include tax planning, estate planning, business planning, protection and insurance planning, retirement planning, education funding, cash flow, and/or employee benefits analysis.

For additional information, please see Items 4 and 7 of our disclosure Brochure (Form ADV, Part 2A) or Items 4 and 5 of our Wrap Brochure (ADV Part 2A Appendix 1)

CONVERSATION STARTER: Ask your financial professional:

- ◆ *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 fees will I pay?

We are compensated for asset management and financial planning services either through an **asset-based fee**, assessed against your advisory account balance on a quarterly basis, or an **hourly fee** billed directly to you upon delivery of services. Asset-based fees charged through our **Wrap-Fee Program** will include most transaction costs and fees to a broker-dealer or bank that will hold your assets (**custody**). Because of this, annual **Wrap-Fee Program** fees are usually higher than asset management fees charged outside the **Wrap-Fee Program**. Although transaction fees are usually included in the **wrap-fee**, sometimes you will pay an additional transaction fee for investments bought and sold outside the **Wrap-Fee Program**.

Fees for asset management are based on the value of your total managed portfolio, or per account size. Fees may be a flat fee ranging from 1.25% to .25% of managed assets or may be tiered. For tiered fees, we typically charge 1.1% where the value of your portfolio ranges from \$0 - \$1,000,000; .75% for \$1,000,001 to \$1,500,000; and .50% when the value of your account is \$1,500,001 or higher. The more assets there are in your advisory account, the more you will pay in fees. Therefore, we have an incentive to encourage the retail investor to increase the assets in his or her account. For financial planning services, you will be charged an hourly fee of \$300 per hour. Our fees are negotiable.

Additionally, some investments that you hold in your account impose additional fees, such as exchange-traded funds, mutual funds, and variable annuities.

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.

For additional information, please see our disclosure Brochure (Form ADV, Part 2A) and Wrap Brochure (ADV Part 2A Appendix 1)

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 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:

Paying an asset-based fee could cost more than separately paying for advice and for transactions if there are infrequent trades in your account. Additionally, the more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees.

For additional information, please see Item 5 in our disclosure Brochure (Form ADV, Part 2A)

CONVERSATION STARTER: Ask your financial professional:

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

How do your financial professionals make money?

All associates and staff at Northstar Financial earn an annual salary and an annual bonus based on how profitable we are. This creates an incentive for our financial professionals to increase our profits by increasing your account size, including by rolling over retirement assets from your outside investment accounts.

Some of our financial professionals are also licensed insurance agents and can provide financial products that are separate from our advisory services. In that case, the financial professional will earn a commission from those products. Although your professional must recommend investment products in your best interest, these additional forms of compensation create an incentive for them to recommend specific financial products. We have systems in place to mitigate the conflicts of interest that arise from the way he or she makes money, including systems to review whether an investment recommendation is in your best interest.

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

Yes, Northstar and/or its associates have disciplinary history as disclosed in our Brochure (Form ADV Part 2A and Part 2B). Visit Investor.gov/CRS for a free and simple search tool to research Northstar and/or its associates.

CONVERSATION STARTER: Ask your financial professional:

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

Additional Information

Additional information about our services can be found in our disclosure Brochure (Form ADV Part 2A) Supplemental Brochure (Form ADV Part 2B) and Wrap-Fee Brochure (Form ADV Part 2A Appendix 1). If you would like additional, up-to-date information or a copy of this disclosure, please contact us at 800-220-2161.

CONVERSATION STARTER: Ask your financial professional:

- ◆ *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?*