

## **Item 1 Introduction**

American Independent Securities Group, LLC is registered with the Securities and Exchange Commission (SEC) as an Investment Advisor and as a Broker- Dealer; and is a member of Financial Industry Regulatory Authority (FINRA), Municipal Securities Rulemaking Board (MSRB), and the Securities Investor Protection Corporation (SIPC). American Independent Securities Group, LLC (herein referred to as, “AISG,” “Us,” “Our,” “We”) has financial professionals (“Professional,” “FP”) that may be dually licensed and registered to offer services under the broker-dealer and the investment advisor. Brokerage and investment advisory services, and the fees we charge for them, differ, and it is important that you understand the differences. This relationship summary will explain the various services we offer, how we charge for those services, and conflicts of interest that exist when we provide our services. It is therefore important that you ask your Professional in what capacity they can act in as they may not be able to offer you both brokerage and investment advisory services.

The SEC offers free and simple tools to research firms and Professionals at [www.Investor.gov/CRS](http://www.Investor.gov/CRS) which also provides information tailored to educate retail investors about Professionals.

## **Item 2 Relationships and Services**

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

Our firm offers brokerage and investment advisory services to retail investors. Please note that while your Professional may have access to a range of investment products, such as stocks, bonds, exchange-traded funds (ETFs), mutual funds, annuities, and alternative investments, their range of investment options may be limited depending on the licenses your Professional holds, your investment size, ability to meet account minimum requirements, your personal suitability, and other such qualifications. Ask your Professional about account requirements, limitations, and the difference between brokerage and investment advisory services.

**Brokerage Services** – As an introducing broker-dealer, our services include taking your orders and executing your securities transactions, as well as making recommendations for you to buy, sell, or hold securities or recommendations to execute a series of those transactions. In most cases, we provide recommendations to you on investments, but you make the final investment decisions for your account. You may elect to give us written authority to buy or sell securities on your behalf. If you give us written authority, you still have the right at any time to revoke that authority. While our firm conducts daily supervisory reviews of your transactions, we do not monitor brokerage account investments for you. Unless stated otherwise in writing, it is your responsibility to review your account and its investments to make sure the investment mix is appropriate for you.

**Investment Advisor** – Our firm provides continuous discretionary and non-discretionary advice to you regarding the investment of your funds based on your individual needs as stipulated by your contract with us. We develop a personal investment plan then create and manage a portfolio for you, based on goals, objectives, and individual circumstances, which are established through financial reviews and personal discussions. During our data-gathering process, we determine your individual objectives, time horizons, risk tolerance, and liquidity needs. As appropriate, we also review and discuss your prior investment history, as well as family composition and background. If you invest on a discretionary basis, our firm will buy and sell investments in your accounts without requiring your pre-approval on an ongoing basis until you notify us in writing to remove the discretionary authority. Investing on a non-discretionary basis means that you make the ultimate decision regarding the purchase or sale of investments, and you should be aware that delays in granting permission for a transaction may hinder the Professionals ability to effectively manage a portfolio.

Our investment advisory services include asset management, mutual fund asset allocation programs, advisory referral services and advisory programs offered by third-party investment managers or Turn Key Asset

Management Platforms (TAMPS). Each management service may require balance minimums to be established and maintained. For more information on minimum account requirements please see the [AISG ADV2A](#).

**Financial planning services** — Periodically we may provide services that are individually tailored for you. Financial planning is a comprehensive evaluation of your current and future financial state by using currently known variables and estimates to predict future cash flows, asset values and withdrawal plans. Through the financial planning process, all questions answered, and information gathered is considered as it impacts and is impacted by your entire financial and life situation. These services are value-added services offered to you on a best effort basis and may be covered by our management fees. Financial planning services may be provided on an hourly or a fixed fee basis when the circumstances are complex and for special projects. When you receive financial planning services, you will receive a written report which provides you with a detailed financial plan designed to assist you in achieving your financial goals and objectives. While our reviews may include tax and budgetary planning, estate planning and business planning, AISG does not provide tax or legal advice. All decisions regarding tax or legal implications of your investments should be made in consultation with your independent tax or legal advisor.

You may obtain additional information about our investment advisory services via our Form [ADV Part 2A](#) on our [www.americanisg.com](http://www.americanisg.com) website. You may request a free printed copy of the [Form ADV Part 2](#) by emailing [Compliance@AmericanISG.com](mailto:Compliance@AmericanISG.com) or calling us at 866-485-4635.

***Conversation Starter.*** We encourage you to ask your financial professional:

- *Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?*

### **Item 3 Fees, Costs, Conflicts and Standard of Conflict**

Investing is an individual journey, and we want to provide you with options. Below we review the fees and or costs you could be charged for both brokerage and advisory accounts depending on your investment choices. Fee Schedules for our brokerage and advisory programs differ and each advisory program fee may vary. In addition to these fees and costs, we will review any possible conflicts which may arise.

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

**Brokerage Service Fees:** For brokerage services, we charge a transaction-based fee every time you buy or sell an investment which is sometimes referred to as a commission or dealer concession. The amount you pay as a transaction-based fee varies according to the particular investment and the amount invested. For investments in bonds, this fee may be included as part of the price you pay for the investment (called a markup or markdown) or may be reflected as a commission. AISG receives transaction-based fees from the investment product sponsor in the form of asset-based sales charges (e.g., sales loads) for mutual funds, annuities, and alternative investments. Fees and expenses charged by mutual funds and/or ETFs are described in each fund's prospectus. These fees will include a management fee, other fund expenses, and a possible 12b-1 or distribution fee. If the fund also imposes sales charges, you may pay an initial or deferred sales charge. These fees are based on the amount invested in a product and, depending on the product, may be based on how long you hold the investment.

- AISG charges fees for each executed transaction, the Professional and AISG may have an incentive to encourage you to trade more frequently to generate commission revenue.
- Professionals may have the incentive to recommend products that may cost more because they may have higher commissions or front-end sales charges, or higher trail commissions (12b-1 fees).
- Professionals may have a conflict in recommending mutual fund sales of certain share classes or recommendation of multiple mutual funds families thus not taking full advantage of reduced sales charges or breakpoints.

There are other fees and costs related to our brokerage services in addition to the principal fees and costs that you will pay directly or indirectly. Examples of the most common fees and costs are custodian fees, maintenance fees,

and account closure fees. Please see the custodians' fee schedule for a full list of any possible expenses.

**Advisory Service Fees:** Our Investment Advisory Services fees are based upon a percentage of assets under management and can be assessed monthly or quarterly, in advance or in arrears. These fees generally range from .75% to 2.50% and is negotiated based upon a variety of factors, including, but not limited to, total assets to be managed, scope of engagement, investment style and types of investments. In addition to the advisory fees and costs listed above, there are other fees and costs related to our investment advisory services that you will pay directly or indirectly. Examples of the most common fees and costs are custodian fees, maintenance fees, and mutual fund fees.

*It is important to understand that the more assets held in your account, the more you will pay in fees. We therefore have an incentive to encourage you to increase the assets in your account. Some fee arrangements create conflicts of interest described in more detail in our [AISG ADV2A](#).*

**Advisory Referral Services:** AISG acts as a solicitor on behalf of various independent Registered Investment Advisors. The advisory referral fee will be a fixed percentage of the total fees generated by you. The third-party advisors have agreed to pay AISG a percentage of the revenue generated from the assets you introduced to them, which could create an incentive to refer more prospective clients to these Advisors.

**Financial Planning Fees:** AISG's Financial Planning fee is determined based on the nature of the services being provided and the complexity of your circumstances and are agreed upon prior to entering into a contract. Financial planning fees are typically paid directly by you, and not debited from managed accounts. Hourly fees typically range from \$50.00 to \$250.00 per hour, and fixed fees typically range from \$100.00 to \$3000.00.

*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 Form ADV, 2A Brochure available at:  
[www.AmericanISG.com](http://www.AmericanISG.com)

***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 we provide you with a recommendation as your broker-dealer or act as your investment Advisor, 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 our interests. You should understand and ask us about these conflicts because they can affect the recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

- Our firm receives revenue from other parties and has a financial incentive to offer products where the firm benefits. This arrangement will impact the value of your investment over time.
- If you invest in mutual funds or variable insurance products, our firm has an incentive to encourage you to invest in positions that may be costly, dependent on the amount purchased and time horizon.
- Our firm receives Sponsorship from various product companies for the assistance of educational meetings which may incent our Professionals to sell their products over others.
- As mentioned above, the more assets you have in your account, the more we receive in fees. We therefore have an incentive to encourage you to increase the assets in your account.
- In addition, as mentioned, our fees are negotiable under certain circumstances and at our discretion. Should we agree to a lower fee, we would receive less compensation for the services provided. We, therefore, are disinclined to negotiate fees.

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

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

For additional information, please see our Form ADV, 2A Brochure (Part 2A) and [Regulation Best Interest](#) available at: [www.AmericanISG.com](http://www.AmericanISG.com)

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

Each Professionals licensing and agreement with AISG determines their level of compensation from the firm. Professionals can offer various types of advisory and brokerage programs, platforms, and services, and can earn compensation depending on the service(s) you select.

- Our broker dealer representatives make commission through transactions of a stock, bond, mutual fund, annuity, or any other commissionable product.
- Our investment advisor's representatives derive their compensation through advisory fees as a percentage of the account value or advisory referral fees.
- Financial Planning Services: Account fees can be generated as a fixed amount for planning, or as an hourly fee.

***Many of AISG's representatives are dually registered and able to perform both commissionable and fee business.***

Our professionals are compensated based on the amount of assets they service and the complexity of your account, and therefore earn higher compensation for investing more of your money. Our firm earns additional revenue from our professionals when they manage accounts, invest, and make additional recommendations for you.

AISG Professionals may sell securities products and other investment and insurance products in their capacity as registered representatives and as licensed insurance agents. Registered representatives acting on behalf of AISG in a broker-dealer capacity (as opposed to investment advisor) and/or an insurance agency will have greater financial incentive to sell certain products.

***You should be aware that the receipt of additional compensation by AISG creates a conflict of interest that may impair the objectivity of these individuals when making advisory recommendations. AISG endeavors at all times to put the interest of its clients first as part of our fiduciary duty as a registered investment Advisor.***

### **Item 4 Disciplinary History**

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

Yes, our firm has, and some of our financial professionals may have disclosure event(s). Any disciplinary history will be addressed in our Form ADV or Form BD. Visit <http://www.Investor.gov/CRS> for a free and simple search tool to research our firm 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?

### **Item 5 Additional Information**

You can find additional information about our services and request a copy of the relationship summary by visiting [www.AmericanISG.com](http://www.AmericanISG.com); emailing at [Compliance@AmericanISG.com](mailto:Compliance@AmericanISG.com) or calling us at 866-485-4635.

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

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