## Introduction

Our firm, GM Advisory Group, dba Gallimard Advisors ("Gallimard ", "we", or "firm") is an investment adviser registered with the Securities and Exchange Commission. We are a subsidiary company of NFP, an Aon company. It is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at <u>www.investor.gov/CRS</u>, which also provides educational materials about investment advisers, broker-dealers, and investing.

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

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. Gallimard has no minimum account size. Gallimard offers financial planning and/or consulting services to clients included with investment advisory services. In certain situations, Gallimard will charge separately for such services under a separate fee agreement depending on individual needs.

The firm 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.

If you provide Gallimard with discretionary authority, Gallimard will make investment decisions for your account and execute trades on your behalf. If you engage Gallimard for non-discretionary services, Gallimard 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 Gallimard provides, Gallimard monitors the investments in your account continuously, and specifically reviews your account to make sure the investments Gallimard recommends to you are meeting your financial goals.

#### **KEY QUESTIONS TO 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 otherqualifications?
- What do these qualifications mean?

## What fees will I pay?

Gallimard '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 Gallimard is paid for advisory services based on the assets in its clients' accounts, there is an inherent incentive for Gallimard to encourage a client to increase the assets under management in their account to earn higher fees. Gallimard 's annual management fee for nonwrap fee services are primarily charged on a fixed basis. Gallimard 's fees are billed quarterly in advance and debited from your account.

The fee for Gallimard '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.

### 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. Gallimard 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.

#### KEYQUESTIONTOASK YOUR FINANCIAL PROFESSIONAL

 Help me understand how these fees and costs may 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 recommendations and investment advice we provide you. Here is an example to help you understand what that means: Since the fees we receive are asset-based (i.e. based on the value of your account), a conflict of interest exists any time we

#### KEYQUESTION TO ASK YOUR FINANCIAL PROFESSIONAL

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

recommend that you add to, or keep your assets under our management rather than transferring elsewhere.

## How do your financial professionals make money?

Our financial professionals are compensated via base salary and bonus, based on fees we collect directly from our clients.

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

No for our firm and financial professionals.

Visit <u>www.Investor.gov/CRS</u> for a free and simple search tool to research our firm and our financial professionals.

#### KEYQUESTIONTOASKYOUR FINANCIAL PROFESSIONAL

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

## Additional Information

You may also contact our firm by emailing info@gallimardadvisory.com Go to <u>www.gallimardadvisory.com/crs</u> to request a copy of this relationship summary and other up-to-date information.

#### KEYQUESTIONTO ASKYOUR FINANCIAL PROFESSIONAL

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