

Client Relationship Summary

Item 1: Introduction

LUCIEN STIRLING & GRAY ADVISORY GROUP INC. is an investment advisor registered with the Securities and Exchange Commission. We offer advisory accounts and services. This document gives you a summary of the types of services we offer and the fees we charge. Please visit www.investor.gov/CRS for free, simple tools to research firms and for educational materials about investment advisors and investing.

Item 2: Relationships and Services

Questions to ask us:

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 investment services and advice can you provide me?

Our firm primarily offers the following investment advisory services to retail clients: portfolio management (we oversee your portfolio, investment strategy, and investments), and financial planning (we assess your financial situation and provide advice to meet your goals). Our firm offers both discretionary advisory services (where our firm makes the decision regarding the purchase or sale of investments) as well as non-discretionary services (where you make the ultimate decision). As part of our standard services, we typically monitor client accounts daily, and review them on a monthly basis. We generally limit the types of investments that we recommend since not every type of investment vehicle is needed to create an appropriate portfolio. Our minimum account size is \$100,000. Please also see our Form ADV Part 2A ("[Brochure](#)"), specifically Items 4 & 7.

Item 3: Fees, Costs, Conflicts, and Standard of Conduct

Questions to ask us:

Help me understand how these fees and costs might affect my investments. If I invest \$100,000 through you, 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 advisor? How else does your firm make money and what conflicts of interest do you have? How might your conflicts of interest affect me, and how will you address them?

What fees will I pay?

Our fees vary depending on the services you receive. Our fixed fee arrangements are typically based on the amount of work we expect to perform for you, so material changes in that amount of work will affect the fee we quote. Stand-alone financial planning and / or consultation fees are quoted on a per-case basis based on a time estimate and depend upon the specific services requested. For hourly fee arrangements, each additional hour (or portion therefore) we work will increase the fee you pay. For asset management services, fees are payable in advance at the beginning of each calendar quarter, and the level of assets in your account affects our advisory fee. The *rate* we charge generally declines at higher asset levels. However, the more assets you have in your advisory account, the more money you will typically pay us, so we have an incentive to increase those assets in order to increase our revenues. You will pay those fees even if there are no transactions in your account, and the advisory fee paid to us generally does not vary based on the type of investments selected. Please also see Items 4, 5, 6, 7 & 8 of our [Brochure](#).

Third Party Costs:

Some investments (e.g., mutual funds, variable annuities, etc.) impose additional fees (e.g., transactional fees and product-level fees) that reduce the value of your investment over time. You will also pay fees to a custodian that will hold your assets. Additionally, you will typically pay transaction fees when we buy and sell an investment for your account. **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.** Please also see our [Brochure](#) for additional details.

Conflicts of Interest:

When we act as your investment advisor, we must 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.

How do your financial professionals make money?

Primarily, we and our financial professionals benefit from the advisory services we provide to you because of the advisory fees we receive from you. This compensation may vary based on different factors, such as those listed above in this Item. Please also see Item 10 of our [Brochure](#) for additional details.

Item 4: Disciplinary History**Questions to ask us:**

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

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

We do not have legal and disciplinary events. Visit www.investor.gov/ for a free, simple search tool to research us and our financial professionals.

Item 5: Additional Information**Questions to ask us:**

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

For additional information on our advisory services, see our [Brochure](#) available at adviserinfo.sec.gov/firm/summary/112641 and any individual brochure supplement your advisor associate provides. If you have any questions, need additional up-to-date information, or want another copy of this Client Relationship Summary, then please contact us at 512-458-2517, or visit our website at www.lsggroup.com.

Exhibit A – Material Changes to Client Relationship Summary

There are no material changes since the prior Client Relationship Summary.