

Customer Relationship Summary (Form CRS) - October 2024

Henderson Financial Group LLC is a Registered Investment Adviser with the Securities and Exchange Commission (SEC). Broker dealer and investment adviser services and fees differ, and it is important for you to understand these differences. Free and simple tools are available from the SEC 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?

HFG offers wealth management, stand-alone investment management, and project-based financial planning to retail investors. In some cases, we may offer a wrap fee program. As part of our standard services, we regularly monitor retail investors' investments and financial plans throughout the year. Additionally, HFG may suggest to Clients fee-only or commission-based insurance products, as part of their services.

We offer discretionary investment management, unless otherwise noted in your advisory agreement. We work with the client to determine the best course of action regardless of discretionary status. However, if we advise on any non-discretionary accounts, the client makes the ultimate decision regarding the purchase or sale of investments for those accounts. HFG does not offer advice with respect to proprietary products or a limited menu of investments. HFG does not have account minimums to work with us.

Ask a 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?

For more detailed information about our services, see our ADV Part 2A, Items 4 & 7.

Ask a 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 fees will I pay?

HFG charges fixed fees for each of its services. Wealth management and stand-alone investment management fees are based on assets under management (AUM). This fee ranges from 0.55% to 1.35%. Since fees are based on the amount of AUM, the fee will increase as more assets are in a client's account. Thus, we have an incentive to encourage you to increase your assets. Additionally, some wealth management clients might have complex situations, so those clients might also incur a complexity fee of \$0 to \$50,000, which is separate from and in addition to the AUM fee.

Financial planning fees range from \$0 to \$50,000 based on complexity of the Client's situation or needs. These fees are fixed and will be agreed upon prior to the start of services.

For any commission-based insurance products, HFG will receive those commissions, which are above and beyond any fixed fees.

In addition to HFG fees, you may incur other fees and costs related to investments in your account. These could include custodian fees, account maintenance fees, fees related to mutual funds and variable annuities, and other transactional fees and product-level fees. 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 more detailed information on our fees, see ADV Part 2A, Item 5).

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. For example: HFG may receive commissions from commission-based insurance products. That is a conflict of interest. Because of this, we seek to use fee-only insurance products before suggesting commission-based options and only suggest commission-based options when they are in the best interest of the Client. We also fully disclose this conflict and closely follow our Code of Ethics.

Ask a financial professional: How might your conflicts of interest affect me, and how will you address them?

HFG's advisers are licensed insurance agents. Thus, they may suggest insurance products that have commissions as part of your investment portfolio or insurance needs. Many insurance products are commission-based. In order to mitigate this conflict of interest, HFG seeks out fee-only insurance products prior to suggesting commission-based alternatives. For additional information, see our ADV Part 2A.

How do your financial professionals make money?

Ray Henderson and Stephanie Davis are the co-partners and main financial professionals of the firm. They are compensated via firm profits after all operating expenses and taxes have been deducted.

Ask a financial professional: As a financial professional, do you have any disciplinary history?

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

No. Please visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research your financial professionals and firms.

Ask a 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?

For additional information, please see our most recent ADV Parts 1 and 2, available at <https://adviserinfo.sec.gov/firm/summary/333013>. You can also contact us at hendersonfg.com or via phone at 757-314-4638.