

MPS Loria Financial Planners, LLC & Loria Financial Group, LLC.

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FORM CRS

MPS Loria Financial Planners is an investment advisory firm registered with the Securities and Exchange Commission. We are affiliated with Loria Financial Group, LLC, a FINRA registered broker-dealer who is also a member of the Securities Investor Protection Corporation (“SIPC”). Broker-dealer and investment advisory services and fees differ and it is important for you to understand the differences.

This document is a summary of the services and fees we offer to “Retail Investors”, which are natural persons who seek or receive services primarily for personal, family, or household purposes. Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://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 the following investment advisory and broker dealer services to retail investors as described below:

- **MPS Loria Financial Planners, LLC.** Offers investment advisory services that include financial planning, pension consulting, portfolio management recommendation & services.
- **Loria Financial Group, LLC.** Offers broker-dealer services that include the ability to buy and sell securities. The securities that we can offer and recommend to you are limited to mutual funds, variable annuities and variable life insurance, real estate investment trusts (REITs) and 529 plans. Your investment account will be held directly with the investment sponsor/issuer.

Account Monitoring

If you open an investment advisory account with our firm, as part of our standard service we will monitor firm approved investments, managers, and strategies on a quarterly basis. For clients of both the investment adviser and broker dealer, all securities will be included in the account review process. But account monitoring will not be conducted for securities/investments obtained solely through the broker dealer.

Investment Authority

Investment advisory accounts are managed both on a *discretionary* and *non-discretionary* basis. Discretion grants the firm the authority to *decide* which investments to buy or sell for your account. We have discretion to select, retain or replace third-party managers to manage your advisory accounts. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing.

We also offer *non-discretionary* investment management services for both advisory accounts and accounts opened through our broker dealer. We will provide advice; however *you will ultimately decide* which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Account Minimums and Requirements

In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively. The products offered through our broker dealer may have minimum investment requirements depending on the investment offering, please refer to the specific offering’s prospectus or offering document for details.

Investment Offerings

The following investments are offered through our investment advisory accounts: equities, certificates of deposit, mutual fund shares, money market funds and ETFs.

The following investments are offered through our broker-dealer, the products we can offer are limited to mutual funds, variable life insurance, variable annuities, 529 plans & real estate investment trusts (“REITs”).

Detailed information regarding our advisory services can be found in our Form ADV Part 2A Items 4, 7, 13 and 16 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/122866>.

Key Questions to Ask Your Financial Professional

- **Given my financial situation, should I choose an investment advisory service, a broker dealer service or 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?**

What fees will I pay?

Through MPS Loria Financial Planners, our investment advisory firm, you will be subject to the following fees

- **Asset Based Fees** payable quarterly in arrears. These fees are asset-based and are charged as a percentage based upon the value of your account;
- **Hourly Fees** payable in arrears and invoiced directly;
- **Other Advisory Fees that are** in addition to our fees include:
 - A client may be charged an annual fee to utilize our E-Money system.;
 - Advisory fees charged by third party money managers, which are separate and apart from our fees.
- **Transaction and processing fees and expenses** specific to various transactions and/or execution of securities within your advisory account. This would include SEC fees, ticket charges, retirement account custodian charges, paper statements/confirms, wire transfers, and annual inactivity fees.
- **Product-level fees** for the specific securities within an advisory account including mutual funds or other products sold by prospectus. For specific information regarding these fees, please refer to the prospectus.

For detailed information with regards to our advisory services and fees, refer to our Form ADV Part 2A by clicking this link <https://adviserinfo.sec.gov/firm/brochure/122866>.

Through Loria Financial Group, our broker-dealer, you will be subject to the following fees:

- **Transaction and processing fees and expenses** specific to various transactions and/or execution of securities within your account. This may include retirement account custodian charges, transfer fees, wire transfers, and annual inactivity fees. For specific information regarding these fees, please refer to the prospectus.
- **Product-level fees** for the specific securities held directly with the product sponsor including mutual funds, annuities, REITs, 529s and ETFs. For specific information regarding these fees, please refer to the prospectus.

Below we have identified important information regarding the offerings available through our broker-dealer.

Mutual Funds: We offer a variety of mutual funds which vary in share class structure and investment style. If you invest in these products, we may receive various forms of compensation as identified below:

- 12b-1 fees or trails may be paid by the fund. These fees represent an annual marketing or distribution fee and are generally considered an operational expense of the fund. The fees range between 0.25% and 1%.
- Funds offer different share classes and there are different fee structures associated with each share class. Front-end sales charges are deducted from the initial investment and typically range between 0% and 5.50%.

- Contingent Differed Sales Charges (“CDSC”) fees is a charge paid upon the withdrawal of money if that withdrawal is made prior to the end of the funds CDSC period. Typically these charges can range from 0% to 5.50% and the CDSC period can range for up to seven years.

Mutual funds are sold by prospectus and we encourage you to review and understand the fee structure of any fund prior to any investment. If you have any questions or concerns surrounding any information located within the prospectus, we urge you to consult with your registered representative/investment adviser.

Annuities & Variable Life Insurance: Through insurance companies we offer a variety of insurance products. Both Loria Financial Group and its representative may receive compensation resulting from the sale of these products including commissions as well as trail commissions. The fee structure and characteristics of each product may be different; thus, we ask that you review and understand the prospectus prior to any investment. We urge you to consult with your registered representative/investment adviser with any questions.

529 Plans: Are tax-advantaged savings plans designed to help pay for education. Each state has its own plan, each with a unique set of features. Prior to investing it is important to review any plans investment objectives, risks, charges and expenses prior to investing. Units of the portfolios are municipal securities and may be subject to market volatility and fluctuation. For more information regarding any plan please contact the plan sponsor or your representative.

Real Estate Investment Trusts: Are either traded on an exchange or are publicly registered non-exchange real estate investment trust. These products have different fee structures, characteristics and risk associated with them. We encourage you to review all offering documentation to ensure that you understand the characteristics associated with each product. Please contact your representative with any questions regarding these products.

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.

Key Questions to 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 adviser? 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 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 conflicts of 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:

- *Broker Dealer Accounts*; the more transactions you place, the more commissions we may earn depending on the fee structure of the specific security. Thus, we have an incentive to encourage more trading.
- *Advisory Accounts*; subject to an advisory based fee, the more assets in an account the more the investor will pay in advisory fees. Therefore, the firm may have an incentive to encourage investors to increase the assets in his or her account.
- *Dual Registration*; Persons providing advice on behalf of our firm may be dually registered as both a registered representative of our broker dealer, as well as an investment adviser representative of our affiliated registered investment adviser. These individuals receive compensation in connection with the purchase and sale of securities or other investment products. Compensation earned via the broker-dealer is separate and in addition to advisory fees depending on the capacity that the individual is acting. This practice presents a conflict of interest since these individuals have an incentive to recommend investment products based on the compensation received rather than solely based on your needs.
- *Third-Party Payments as Insurance Agents*; Persons providing investment advice on behalf of our firm

are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products. Insurance commissions are separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend insurance products to you which will result in generating more commission.

- *Limited selection of Investments*; Our broker-dealer services and recommendations cover a limited selection of investments. Other firms could provide a wider range of choices, some of which may have lower costs.

For further information related to our conflicts of interest for our advisory services refer to our Form ADV Part 2A by clicking this link <https://adviserinfo.sec.gov/firm/brochure/122866>.

Key Questions to 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?

The financial professional servicing your account(s) is compensated based on salary, sales commissions, bonuses, asset-based fees and/or fixed fees. The determining factors for the level of compensation are the amount of client assets they service, the time and complexity required to meet client needs or revenue the firm earns from the financial professional's advisory services or recommendations. Firm conflicts are described within this document.

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

Yes, our firm or our financial professionals currently have legal or disciplinary history to disclose. These events are disclosed in either our Form ADV or the specific individual's Form U4. These documents can be found by going to Investor.gov/CRS.

Key Questions to Ask Your Financial Professional

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

You can find additional information about your investment advisory or broker-dealer services and request a copy of the relationship summary at 630-887-4404 or email us at info@mpsloria.com or you can find a copy of the relationship summary on our website <https://www.mpsloria.com/form-crs-062020>

Key Questions to 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?**