

BLEY INVESTMENT GROUP, INC

CUSTOMER RELATIONSHIP SUMMARY

INTRODUCTION

Bley Investment Group, Inc. (“Bley”) is providing this *Customer Relationship Summary* as part of Regulation Best Interest. Our firm makes recommendations under Regulation Best Interest and is providing this document to give you more information about our relationship with you, as a client. Throughout this summary we have called out some “conversation starters” which you may wish to discuss with us. We have identified these items as bullet points throughout this summary. Bley believes that communication and transparency are the foundation of its relationship with clients and will always strive to provide you with complete and accurate information. Bley encourages all current and prospective clients to read this Customer Relationship Summary and discuss any questions you may have with your Financial Professional.

Bley Investment Group, Inc. is a broker-dealer registered with the Securities and Exchange Commission (“SEC”) and a member of the Financial Industry Regulatory Authority (“FINRA”). Detailed information regarding Bley can be found on public websites including www.finra.org. **Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences.** Investment advisory services are available through our affiliate, Pierce Wealth Partners, Inc. Additional information about Pierce Wealth Partners, Inc. is available at www.adviserinfo.sec.gov or on their website at www.piercewealth.com. For more information, free and simple tools are available to research firms and financial professionals at 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?

We offer **non-discretionary** broker-dealer (brokerage) services to individuals, families, trusts, estates, charitable organizations, businesses, and retirement plans, utilizing a menu of investment products such as stocks; exchange traded funds; options; fixed income offerings including municipal, corporate, or government securities; mutual funds; variable annuities; private placements; and cash and cash-alternatives including money market funds, certificates of deposit and bank deposit accounts. We provide you with individualized recommendations which are discussed with you prior to transacting any purchase or sale. If you open a brokerage account with Bley, you will pay us a transaction-based fee, generally referred to as a commission, every time you purchase or sell an investment. **Non-discretionary** brokerage services means that you are the decisionmaker on your brokerage account; purchase and sale transactions will only occur when you authorize them.

Bley **does not** have minimum account requirements to open a brokerage account but some of our custodians may require a minimum on-going balance to be retained in the account. We **do not** provide account monitoring services or custody of your brokerage account. Custody is provided by one of our third-party companies (custodians) depending on the type of investments you purchase. **You should carefully consider which types of accounts and services are right for you. Our brokerage services are designed to take into account your investment objectives, risk tolerance, time horizon, and other investing parameters that are important to you.**

CONVERSATION STARTERS. Ask your financial professional:

- ***Given my financial situation, should I choose a brokerage 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 Additional Information on our services please see our Reg BI Disclosure document.

WHAT FEES WILL I PAY?

Commissions represent the compensation we receive if acting as your “broker” when we buy or sell securities on your behalf based on recommendations we have made to you, or unsolicited transactions you have instructed us to make. The commission on each transaction depends on the asset bought or sold (stock, bond, mutual fund, etc.), the unit size (# shares), maturity date, credit quality, and aggregate value of the position. For brokerage-only accounts, in accord with regulatory guidance, commission charges will not exceed 5% of an individual transaction, subject to a minimum commission of \$75 per transaction. For DPPS as well as limited partnership interests and REITs, commissions do not exceed 10% of the total transaction value, both buy and sell side are considered in the total transaction value, with a minimum commission charge of \$100 for each side where Bley acts as agent for the customer.

When purchasing ‘load’ mutual funds or variable annuities, we receive compensation (commissions) directly from the fund or insurance company. This typically ranges from 0.00% up to 5.75% depending on the size of the purchase, rights of accumulation, the type of share class, and the compensation schedule of the fund or insurance company. These fees can be charged in many ways, including as a separate and distinct fee, included as a part of the purchase of the security, or in the case of mutual funds as an embedded cost of the fund, which may include a redemption fee.

As compensation for providing ongoing information and services relating to your investment, we receive servicing fees, sometimes referred to as a ‘trail’ or 12b-1 fee. These fees range from 0.00% to 1.00% but the majority are below 0.50%. Some investments may be subject to surrender charges if the investment is sold prior to meeting the required minimum holding period. Additional information is available in the prospectus of the mutual fund or variable annuity you are purchasing regarding any holding period requirements. In a brokerage account, you will be charged with each new purchase completed in your account and therefore Bley Investment Group may have an incentive to encourage you to invest more assets.

Additional fees and expenses may apply for certain non-trade related transactions such as wire transfers or custodial fees for retirement type brokerage accounts such as an IRA. These fees include maintenance and termination fees from the custodian where your brokerage account is located. Specific account fees are disclosed in the account application paperwork provided to you in association

with these types of accounts. We may receive and share in a portion of those custodial or transaction fees. Additionally in relation to private placement transactions, a fee may be charged for transaction processing which is paid to Bley or its brokers. Issuer transfer fees and/or escrow agent services may also be charged at cost and passed through from those entities.

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.

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?***

For Additional Information on specific fees and how fees are calculated, refer to our Reg BI Disclosure document and your account application paperwork.

WHAT ARE YOUR LEGAL OBLIGATIONS TO ME WHEN PROVIDING RECOMMENDATIONS? HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS OF INTERESTS DO YOU HAVE?

When we provide you with a recommendation, 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 we provide you. Here is an example to help you understand what this means:

Financial professionals of Bley may be licensed insurance agents and insurance brokers of various insurance companies offering life, health, and annuity products. In such capacities, financial professionals may receive commissions, fees and/or other compensation. Customers are under no obligation to purchase these services or products through our financial professionals or Bley Investment Group. In relation to private placement transactions, we may represent both buyers and sellers in a two-sided transaction. In this instance, both a buyer and a seller will pay Bley a commission and a transaction fee. This dual agency will be disclosed pre trade as well as on your Agreement and confirmation.

When we provide brokerage service to you, we must treat you fairly and comply with the rules and regulations of the SEC, FINRA, MSRB, CFTC, and State securities divisions, including but not limited to high standards of commercial honor and principles of trade and transaction-based suitability obligations.

CONVERSATION STARTER. Ask your financial professional:

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

For Additional Information about our conflicts please see our Reg BI Disclosure document.

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial professionals receive commissions for any investment products they may sell to you in a brokerage account in their capacity as registered representatives of Bley Investment Group. The level of compensation received for transactions in a brokerage account depends on the type of product purchased.

To eliminate potential conflict, Bley Investment Group does not use a performance-based fee structure.

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

Yes. Visit <https://www.investor.gov/CRS> for a free and simple search tool to research us 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?***

For Additional Information about us and our financial professionals, visit www.brokercheck.finra.org.

ADDITIONAL INFORMATION

For additional and up-to-date information about our services, or to request a copy of this Customer Relationship Summary, please contact our firm at (817) 732-2442.

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?***

MATERIAL CHANGES TO FORM CRS-CLIENT RELATIONSHIP SUMMARY

Yes, there were material changes to the form.