



Sonora Investment Management Group, LLC Form CRS Customer Relationship Summary

Introduction

Sonora Investment Management Group, LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. 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?

Our firm offers the following principal investment advisory services to retail investors:

- Portfolio Management Services, including financial analysis, asset allocation and portfolio monitoring.

Portfolio Management Services include the provision of continuous advice to a client or investing the client's account based on his/her particular circumstances. We offer services on a discretionary and non-discretionary basis. When engaged on a discretionary basis, we will buy and sell investments in your account as appropriate without requiring your pre-approval on an ongoing basis. For non-discretionary clients, you make the ultimate decision as to the purchase or sale of investments. We monitor positions in client accounts on an ongoing basis and conduct account reviews at least quarterly or more frequently if market conditions or clients dictate. We generally require a minimum account size of \$500,000 for referred accounts, but may negotiate lesser minimums.

For additional information, please see Items 4 and 7 of our Form ADV, 2A Brochure (Part 2A) available at: <https://adviserinfo.sec.gov/firm/summary/315312>

Conversation Starter. We encourage you 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 other qualifications? What do these qualifications mean?*

What fees will I pay?

Clients are billed quarterly in advance, which means we invoice before the three month billing period ends, as disclosed in our Form ADV Part 2A at Item 5. Clients obtained through Schwab Advisor Network referrals are billed in arrears, going back to the beginning of our relationship.

Our fees are calculated as a percentage of assets under management, according to a tiered schedule.

It is important to understand that the more assets held in a retail client's account, the more the client will pay in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account.

In addition to the principal fees and costs listed above, there are other fees and costs related to our investment advisory services that you will pay directly or indirectly. Examples of the most common fees and costs incurred are custodial and brokerage fees, including transaction fees and commissions. When appropriate based on price or availability, we may place trades at a broker-dealer other than your custodian, in which case both broker-dealers will charge fees that will be passed along to you.

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 additional information, please see Item 5 of our Form ADV, 2A Brochure (Part 2A) available at: <https://adviserinfo.sec.gov/firm/summary/315312>

Conversation Starter. We encourage you 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 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 interests 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 are some examples to help you understand what this means.

As mentioned above, the more assets the client has in his/her account, the more we receive in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account.

Should we agree to a lower fee, we would receive less compensation for services provided.

Sonora receives client referrals from Charles Schwab & Co., Inc. ("Schwab"), an unaffiliated broker-dealer, through our participation in Schwab Advisor Network®. Sonora pays Schwab a Participation Fee on all referred clients' accounts maintained in custody at Schwab, or a Non-Schwab Custody Fee if custody of a referred client's account is not maintained by Schwab at our recommendation. Thus, we have incentive to recommend that clients custody their accounts at Schwab.

We receive various benefits as a result of our relationship with Schwab. These benefits include access to technology, research, training, business resources, block trading, and cross trading, among others. Thus, we have an incentive to custody client accounts with Schwab rather than another custodian.

Conversation Starter. We encourage you to ask your financial professional:

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

For additional information, please see Item 5 of our Form ADV, 2A Brochure (Part 2A) available at: <https://adviserinfo.sec.gov/firm/summary/315312>

How do your financial professionals make money?

Our financial professionals receive a salary. In addition, those who manage client portfolios receive a percentage of the advisory fees paid by these clients, which could incent them to increase their compensation by investing more aggressively. Employees of the firm can receive bonuses based on firm growth. This could incentivize them to seek new clients rather than service existing accounts.

Finally, some of our financial professionals share in the firm's profits. This could incentivize them to maximize profits through the actions above or by reducing expenses in a way that reduces our ability to service clients. Your financial adviser may also be compensated by our indirect parent company, Focus Financial Partners, LLC (or one of its affiliates), based on our earnings. This gives your financial adviser an incentive to encourage you to increase the size of your investment account and to maintain your investment account with us, rather than transition it to another adviser. See Item 5 of your financial adviser's ADV Part 2.B Brochure Supplement for more information on his or her compensation.

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

Yes. Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter. We encourage you to ask your financial professional:

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

Additional Information

If you would like additional, up-to-date information or a copy of this relationship summary or our Form ADV, Part 2A Brochure, please call 520-624-4554

Conversation Starter. We encourage you 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?*