

## Introduction

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Vishria Bird Financial Group, LLC (“VBFG”) is an Investment Adviser registered with the Securities and Exchange Commission (“SEC”). We feel it is important to for you to understand how advisory and brokerage services and fees differ in order to determine which type of account or service is right for you. There are free and simple tools available to research firms and financial professionals at [www.investor.gov/crs](http://www.investor.gov/crs), which also provides educational materials about investment advisers, broker-dealers, and investing.

## What investment services and advice can you provide me?

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As an investment adviser, VBFG offers investment management and financial planning advisory services to retail investors. When we are providing investment management services to you, we will meet with you to review your current financial status, determine your goals and objectives, and develop a personal investing plan. We will regularly monitor your investments on a quarterly basis, as part of our standard services. Please refer to Item 4 of our Form ADV Part 2A for further information.

We manage accounts on a discretionary basis, which means we do not need to call you when buying or selling investments in your account. You will sign an investment management agreement and limited power of attorney giving us this authority. This agreement will remain in place until you or we terminate our relationship. You can manage accounts on a non-discretionary basis, which means that you make the ultimate decision regarding buying or selling investments in your account. Please refer to Item 16 of our Form ADV Part 2A for further information. We do not limit our advice and services to proprietary products or a limited menu of products or investments. We do not have a minimum account size requirement. Please refer to Item 7 of our Form ADV Part 2A for further information.

### *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 means?*

## What fees will I pay?

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Fees and costs affect the value of your account over time and vary depending on certain factors and are negotiable. Please ask our representative to give you personalized information on the fees and costs you will pay. Our fees include a standard advisory fee based on the market value of assets. It is assessed monthly, in arrears. Financial planning fees are fixed annual amounts depending on the complexity of your needs. Our incentive is to increase the value of your account over time, which will increase our fees over time. Our wrap free program, which includes most of our accounts, has fees associated with it that will include most transaction costs and fees to the broker-dealer (“custodian”) of your account. This is an all-inclusive wrap fee which includes charges for advisory services, custody, clearing, transaction execution and account reporting. The broker-dealer (“custodian”) that holds your assets can charge you a transaction fee when we buy or sell an investment for you in a non-wrap fee account, which we open on an exception basis. You could also pay fees charged by the custodian for certain investments and maintaining your account. Some investments, such as mutual funds and exchange traded funds charge additional internal 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. Please refer to Item 5 of our Form ADV Part 2A for further information.

### *Question to Ask Us:*

- *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?

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**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.

VBFG's revenue is from the advisory fees we collect from your accounts each month, financial planning fees collected annually, as well as investment management fees from managing annuity products. We have an incentive to increase the amount of investments we manage which could bias our advice towards investing more rather than paying off debt or recommending you not have investments that we do not manage. For additional information on conflicts of interest, please see our Form ADV Part 2A.

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### Question to Ask Us:

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

## How do your financial professionals make money?

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Our financial professionals are employees of the firm and are paid a fixed salary with bonuses based on annual business performance. Some associates of Vishria Bird Financial Group, LLC are also independent insurance agents. As such, in their separate capacity as an insurance agent they may receive separate and customary compensation, which can impact their recommendations to you.

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

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No, our firm and/or financial professionals do not have legal and/or disciplinary history. Visit [www.investor.gov/crs](http://www.investor.gov/crs) for a free and simple search tool to research our firm and our financial professionals.

### Questions to Ask Us:

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

## Additional Information

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You can find additional information about our investment advisory services on the SEC's website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #291979. You may also contact our firm at 901-216-1600 or [Carrie@VBFinancialGroup.com](mailto:Carrie@VBFinancialGroup.com) to request a current copy of our Form ADV Part 2 or up-to-date Form ADV Part 3 – this relationship summary.

### Questions to Ask Us:

- *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?*

## Exhibit - Changes

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Since the last filing of this Form ADV Part 3, dated June 8, 2023, we have updated disclosure regarding where to find additional information and conflicts of interest related to the compensation structure of our financial professionals.