

G & O Financial Services, Inc.
Customer Relationship Summary - June 2020

Item 1. Introduction

G & O Financial Services, Inc. (“GOF”) is an investment adviser registered with the U.S. Securities and Exchange Commission. Investment advisory and brokerage services and fees differ; therefore, it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals (also referred to as Investment Adviser Representatives; “IARs”) at Investor.gov/CRS, which also provides educational materials about investment advisers, broker-dealers, and investing.

Item 2. Relationships and Services

“What investment services and advice can you provide me?”

Description of Services and Monitoring: We provide investment advisory services to retail investors, including portfolio management, selection of other advisers, financial planning, and investment consultation. For clients to whom we provide portfolio management services, we offer fee plus transaction accounts, which we monitor continuously, but at a minimum on a quarterly basis. As part of our standard services, each IAR reviews their client accounts regularly and meets with clients at their request. Factors that trigger reviews include changes to our investment recommendations, changes in market conditions, and changes to your financial situation and/or investment needs. For clients to whom we provide financial planning services, we conduct reviews on an “as needed” basis triggered by the client’s request. We may also suggest financial planning reviews when triggered by a change in your financial situation and/or investment needs.

Investment Authority: GOF offers our portfolio management accounts on both a **discretionary** and **non-discretionary** basis. Discretionary portfolio management allows us the limited authority to buy and sell investments in your account without asking you each time a transaction is placed. With non-discretionary portfolio management, we provide investment recommendations but require your approval to proceed. You make the ultimate decision regarding the purchase or sale of investments. Our level of authority is determined at the beginning of our relationship with you in our advisory agreement but can be changed upon request.

Investment Offerings: While we can advise on any investment asset, our investment recommendations are primarily related to investments in equities (ETFs), pooled investment vehicles, bonds, and cash equivalents. As a condition for starting and maintaining a relationship, we may impose a minimum portfolio value, which GOF may, at its discretion, make exceptions to or negotiate special fee arrangements.

Additional Information: For additional information, please see our [Form ADV Part 2A](https://adviserinfo.sec.gov/firm/summary/141831) (with special emphasis on Items 4, 7, and 16 of Part 2A), available at <https://adviserinfo.sec.gov/firm/summary/141831>

Conversation Starters*

- 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?

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

“What fees will I pay?”

GOF’s fees are based on the types of services we provide.

For portfolio management, we charge an ongoing asset-based fee. The fee is charged as a percentage of your assets that we manage. The more assets there are in your advisory account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account. Consulting fees are on a case-by-case basis. Consulting fees may be based on a percentage of assets or a fixed fee amount. The fee amount will be dictated by the size and complexity of the consulting services required.

Our services also include a Third-Party Money Manager Referral Program. GOF has arrangements with independent money managers and/or registered investment advisors who provide management services on a discretionary and non-discretionary basis as a co-advisor. The fees will be established pursuant to the third-party money manager’s agreement with the client. GOF will receive a portion of the fee charged by the third-party money manager.

Fees for financial planning services are dependent upon the scope of work. We will provide the costs to prepare a plan based on the anticipated work. The agreed upon fees are disclosed in the in the engagement letter. One half of the fees are due upon execution of the engagement letter and the remaining fees are due upon delivery of the plan.

Other Fees and Costs: Some investments, such as mutual funds and ETFs, impose additional fees that will reduce the value of your investments over time. Those fees may include fund expenses and surrender charges. You may also pay other fees to the custodian of your assets. These include, but may not be limited to, ticket charges on transactions, fees for wire transfers, stop payments, IRA maintenance, duplicate check or statement copies, overnight deliveries, returned checks, and asset transfers.

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Additional Information: You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the amount of money you make on your investments over time. More detailed information about our fees and costs are included in our [Form ADV Part 2A](#) (Item 5), available at <https://adviserinfo.sec.gov/firm/summary/141831>.

Conversation Starters*

- 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 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.

GOFS is a licensed insurance agency, and as such, provides insurance products and advice to clients of Garcia & Ortiz, P.A. at their request. GOFS utilizes Muniz & Associates, The Ziff Agency and Capital Underwriters as insurance specialists to assist in the underwriting process and education of clients. Through the insurance agency, our IARs can offer commission-based products for which they receive additional compensation. This compensation causes a conflict of interest as they have an incentive to solicit such products. Additionally, GOFS' shareholders own a Certified Public Accounting firm, Garcia & Ortiz, P.A., involved in personal financial counseling and income tax and accounting services. This creates a conflict of interest between the CPA Firm and GOFS regarding independence.

Our CIO, Kevin McCutcheon, is named as a special limited partner to the Live Oak Master Fund, L.P. (the “Fund”), a fund of funds that invests in other venture capital funds, private equity funds and real estate assets and funds. The Fund’s Manager is Live Oak Family Offices LLC, an unaffiliated registered investment adviser. GOFS will receive a portion of both the management fees and carried interest earned by the Fund for any GOFS clients invest in the Fund. This creates a potential conflict of interest as GOFS receives compensation for any referral to the Fund. GOFS does not charge an advisory fee in addition to this compensation. Furthermore, GOFS has arrangements with independent money managers and/or registered investment advisors who provide management services on a discretionary and non-discretionary basis as a co-advisor. Account supervision is guided by the stated objectives of the client. Under this agreement, a portion of the fees paid by the client may be shared with GOFS. We also generate revenues from our portfolio management, investment consulting and financial planning services as described above.

Conversation Starter*

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

These arrangements and additional information about other conflicts of interest are discussed in more detail in our [Form ADV Part 2A](#), available at <https://adviserinfo.sec.gov/firm/summary/141831>.

“How do your financial professionals make money?”

Our IARs are compensated through salaries and/or a portion of revenue we receive for the advisory services we provide. The portion paid to your IAR generally does not vary based on the type of investments that are recommended. However, as described above, several of our IARs are also independent insurance agents. When acting in these capacities, they will earn commissions.

Item 4. Disciplinary History

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

No – Neither the Firm nor any of our IARs have a disciplinary history. We invite you to visit Investor.gov/CRS for a free and simple search tool to research our Firm and IARs.

Conversation Starters*

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

Item 5. Additional Information

Additional information about our investment advisory services is in our Form ADV Brochure on Investor.gov or adviserinfo.sec.gov. Alternatively, you can call GOFS at (727) 576-1245 to speak with us directly and request a copy of this relationship summary.

Conversation Starters*

- 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?