



APPLETON GROUP LLC

INVESTMENT SOLUTIONS • WEALTH MANAGEMENT
EMPLOYER-SPONSORED PLANS • CHARITABLE

The Appleton Group, LLC Form CRS/Form ADV Part 3 Relationship Summary December 2021

The Appleton Group, LLC (Appleton Group) is registered with the Securities and Exchange Commission (SEC) as an investment adviser firm. We feel that it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. Free and simple tools are available to research firms and financial professionals at **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 **investment advisory services** include discretionary investment management, in our Separately Managed Accounts Program where we make the ultimate decision regarding the purchase and/or sale of investments. In our Employer Sponsored Qualified Retirement Plan Program we provide investment services, employee education services and plan fiduciary services including 3(38) investment management. For additional investment advisory services information, please refer to our Form ADV, Part 2A Disclosure Brochure (Items 4, Advisory Business, 5 Fees and Compensation and 7 Types of Clients) by going to **www.adviserinfo.sec.gov** or contacting our office for a copy.

Conversation Starters: Ask your financial professional—

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose 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?

Our fees vary. The amount you pay will depend on the services you receive and the amount of assets we manage. In our investment management program, we will charge you an annualized asset management fee of up to 1.4%. In our Employer Sponsored Qualified Retirement Plan Program we will charge the plan an annualized asset based fee of up to 1.0%. The more assets you place in our investment advisory services the more we receive in fees from you, so we may have an incentive to encourage you to increase the assets in those programs.

You may incur certain charges imposed by third parties other than our firm in connection with investments placed in Investment Management Program accounts, including but not limited to IRA and Qualified Retirement Plan Fees, and other custodial fees; and mutual fund and variable annuity internal expenses, commissions, ticket charges, sales loads, 12(b)-1 fees, trail fees and surrender charges. The purchase of mutual fund shares in client's account can result in certain processing and mailing charges that are not incurred when shares are purchased directly from the mutual fund company. 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 on investment advisory fees, please see our Form ADV, Part 2A brochure Items 5. Fees and Compensation.

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?
- 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 act as your investment adviser, we have to act in your best interest and do 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.

Examples of Ways We Make Money and Conflicts of Interest.

We generally recommend Schwab Institutional division of Charles Schwab & Co., Inc. (Schwab) to serve as custodian to our clients. Schwab provides us with certain products and services at no cost that benefit us but do not benefit our clients. Certain products and services assist us in managing and administering our clients accounts and help us develop our business. The receipt of such creates a conflict of interest as it gives us an incentive to have client's custody their assets with Schwab. More detailed information about our conflicts of interest can be found in Items 4, 10, 11, 12, and 14 of our Form ADV Part 2A disclosure brochure. For additional information, please see our Form ADV, Part 2A brochure by going to www.adviserinfo.sec.gov or contacting our office for a copy.

Conversation Starter. 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?

Our firm's financial professionals are compensated based on individual agreements with the firm. Individual financial professionals are compensated by either a flat salary in addition to a percentage of the revenue charged to that professional's clients or simply a percentage of the revenue charged to that professional's clients. These activities create a conflict of interest. Additional information about the compensation received by AG professionals and any related conflicts of interest are outlined in each professional's Form ADV Part 2B.

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

No, neither Appleton Group nor Appleton Group financial professionals have any disciplinary or legal disclosures a Form ADV (Item 11 of Part 1A or Item 9 of Part 2A) or Form BD (Items 11A-K) or Items 14 A-M on Form U4, Items 7A or 7C-F of Form U5. Visit 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?

Additional Information

If you would like additional, up-to-date information, a copy of this Form CRS disclosure or our other disclosure documents, you may call us at (920)993-7727, e-mail us at kanderson@appletongrouponline.com or visit our website at <http://www.appletongrouponline.com>.

Conversation Starter. 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?