

FORM CRS
A SUMMARY OF YOUR ADVISORY RELATIONSHIP WITH BARBER FINANCIAL GROUP, INC.
March 2, 2022

ITEM 1 – INTRODUCTION

Barber Financial Group, Inc. (“BFG”) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ, and it is essential for you to understand these differences. Free and simple tools are available to research firms and our Financial Professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

ITEM 2 – RELATIONSHIPS AND SERVICES

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

Barber Financial Group, Inc. offers investment advisory services to retail investors on a discretionary basis. In a discretionary account, you have granted written investment authority to your Financial Professional to execute purchase and sell orders in your advisory accounts without consulting with you first. You may limit our discretion, such as by imposing reasonable restrictions on investing in certain securities or groups of securities. Our Firm monitors your investment advisory accounts, and specific investments within your accounts, on an ongoing basis to align with your investment goals. This service is included as part of the Firm’s standard advisory services. In order to provide advisory services to you, we generally require a minimum account value of \$500,000 of investable assets per household. In addition, our Firm may utilize independent Third-Party Money Managers (“TPMM”) as a sub-adviser to aid us in the implementation of investment strategies for your portfolio, including a digital experience with no account minimums. BFG also offers financial planning and consulting services for our clients. Financial Planning services can be provided on a stand-alone basis or in conjunction with our investment management services. Other services are offered and available through BFG affiliated entities; including, tax planning services, custom tax analysis, tax return preparation, insurance needs analysis, annuity analysis, and key man business owner analysis.

QUESTIONS 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?

FOR MORE INFORMATION REFER TO OUR FIRM’S ADV PART 2A BROCHURE - ITEM 4, 7, 8, 13 & 16

ITEM 3 – FEES, COSTS, CONFLICTS, AND STANDARD OF CONDUCT

WHAT FEES WILL I PAY?

Our Firm receives a fee as compensation for providing advisory services on your account. The investment management fee includes investment management supervision, trade entry, and other account maintenance and/or service activities. The custodian charges transaction costs, custodial fees, redemption fees, retirement plan and administrative fees, or commissions. Our Firm’s advisory fees are billed as follows: investment management fees are based on an annual percentage of the total account value. Our maximum investment advisory fee for the Guided Retirement System is 1.6% and for our Investment Management as a standalone is 1.5%, billed in advance, on a quarterly basis. The more assets in your advisory account, the more you will pay in fees, and therefore, the Firm has an incentive to encourage you to increase the asset value in your account. Fees for financial planning services range from \$500 to \$5,000 for the first year in which a comprehensive financial plan is delivered, and then \$500 to \$2,500 annually for updating of the financial plan. Sub-advisory accounts are billed quarterly, in advance, and calculated based on the quarter end value for the preceding quarter. Fees and billing for TPMM are outlined in each respective TPMM’s Brochure and Advisory Contract. You pay an on-going fee directly to the TPMM based upon a percentage of your assets under management. Hourly services provided by the Firm or an affiliated entity are billed on a flat fee ranging from \$500 to \$15,000, depending on the service. 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.

QUESTIONS 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?

FOR MORE INFORMATION REFER TO OUR FIRM’S ADV PART 2A BROCHURE - ITEM 5

**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. Asset-based fees present a conflict because our Firm is incentivized by encouraging you to invest additional funds in your advisory accounts. Another example where asset-based fee compensation may pose a conflict include rolling over a 401(k) balance into an IRA account. Our Firm has sub-advisory agreements with TPMMs. To minimize this conflict, our Firm will make our recommendations and selections of TPMM's that are only in the best interest of our clients. Our Firm is required to disclose commonly owned entities that would provide different services to you and generate additional compensation to our Firm. You always have a right to choose services and products from our affiliated entities or any other firm that provides similar services and products. Our firm allows our Financial Professionals to invest in the same securities as you; therefore, our Financial Professionals may have an incentive to favor their personal accounts over your advisory account. Lastly, some of the products, services and other benefits provided by your custodians are used in servicing all of our Firm's advisory accounts and therefore may not directly benefit your advisory account. If you have questions about whether any of these situations could apply to your investments, ask your Financial Professional.

QUESTIONS TO ASK YOUR FINANCIAL PROFESSIONAL:

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

FOR MORE INFORMATION REFER TO OUR FIRM'S ADV PART 2A BROCHURE - ITEM 5, 10, 11, 12 & 14

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our Firm's Financial Professionals receive salary-based compensation determined by the investment service fees as described above in Item 3 Fee section. Investment Advisory compensation is based on the amount of assets they service, amount of time spent, and the complexity required to meet the client's needs or revenue based on the recommendations provided by our Financial Professionals. Some of our Financial Professionals are insurance licensed, part of the salary received is from insurance revenue. You always have the right to decide whether to act on the recommendation. We recognize our duty to place your interests first and have established policies in this regard to avoid any conflicts of interest. When our Financial Professionals act as a registered representative of a broker-dealer, revenue received is also an indirect part of the Financial Professionals salary. While some of our Firm's Financial Professionals are engaged in outside business activities, they are required to disclose material outside business activities and any conflict it may pose to you. Our Firm supervises the outside business activities of our Financial Professionals through our compliance program, and all Financial Professionals are required to follow a Code of Conduct to mitigate any conflicts to you. Your Financial Professional does not receive compensation for referrals to the other services provided by the Firm or an affiliated entity.

ITEM 4 – DISCIPLINARY HISTORY

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

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

QUESTIONS TO ASK YOUR FINANCIAL PROFESSIONAL:

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

FOR MORE INFORMATION REFER TO OUR FIRM'S ADV PART 2A BROCHURE - ITEM 9

ADDITIONAL INFORMATION

For additional information about our investment advisory services visit the SEC's website at www.adviserinfo.sec.gov. Our firm's IARD number is: 152043 You may also contact us directly for up-to-date information and to request a copy of the relationship summary at: 913-393-1000.

QUESTIONS TO ASK YOUR FINANCIAL PROFESSIONAL:

- Who is my primary contact person? Is he or she an investment adviser or a representative of a broker-dealer?
- Who can I talk to if I have concerns about how this person is treating me?

MATERIAL CHANGES SINCE LAST FILING

On March 2, 2022, the firm updated Form CRS for annual amendment. No material changes to report.