

WARNING: Complete this form truthfully. False statements or omissions may result in denial of your application, revocation of your registration, or criminal prosecution. You must keep this form updated by filing periodic amendments. See Form ADV General Instruction 4.

Item 1 Identifying Information

Responses to this Item tell us who you are, where you are doing business, and how we can contact you. If you are filing an *umbrella registration*, the information in Item 1 should be provided for the *filing adviser* only. General Instruction 5 provides information to assist you with filing an *umbrella registration*.

A. Your full legal name (if you are a sole proprietor, your last, first, and middle names):
GR FINANCIAL GROUP, LLC

B. (1) Name under which you primarily conduct your advisory business, if different from Item 1.A.
GR FINANCIAL GROUP, LLC

List on Section 1.B. of Schedule D any additional names under which you conduct your advisory business.

(2) If you are using this Form ADV to register more than one investment adviser under an *umbrella registration*, check this box ☐

If you check this box, complete a Schedule R for each relying adviser.

C. If this filing is reporting a change in your legal name (Item 1.A.) or primary business name (Item 1.B.(1)), enter the new name and specify whether the name change is of
☐ your legal name or ☐ your primary business name:

D. (1) If you are registered with the SEC as an investment adviser, your SEC file number: 801-80641
(2) If you report to the SEC as an *exempt reporting adviser*, your SEC file number:
(3) If you have one or more Central Index Key numbers assigned by the SEC ("CIK Numbers"), all of your CIK numbers:

CIK Number
2011751

E. (1) If you have a number ("CRD Number") assigned by the *FINRA's CRD* system or by the IARD system, your *CRD</*

Name of entity where books and records are kept:
SS&C BLACK DIAMOND WEALTH PLATFORM

Number and Street 1: 80 LAMBERTON ROAD		Number and Street 2:	
City: WINDSOR	State: Connecticut	Country: United States	ZIP+4/Postal Code: 06095

If this address is a private residence, check this box: ☐

Telephone Number: 800-234-0556	Facsimile number, if any:
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This is (check one):

☐ one of your branch offices or affiliates.

☒ a third-party unaffiliated recordkeeper.

☐ other.

Briefly describe the books and records kept at this location.
RETAINS ELECTRONIC CLIENT ACCOUNT TRANSACTIONS AND HOLDINGS RECORDS

Name of entity where books and records are kept:
ORION COMPLIANCE

Number and Street 1: 5580 WEST CHANDLER BLVD		Number and Street 2: SUITE 1-3	
City: CHANDLER	State: Arizona	Country: United States	ZIP+4/Postal Code: 85226

If this address is a private residence, check this box: ☐

Telephone Number: (402) 895-1600	Facsimile number, if any:
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This is (check one):

☐ one of your branch offices or affiliates.

☒ a third-party unaffiliated recordkeeper.

☐ other.

Briefly describe the books and records kept at this location.
RETAINS ELECTRONIC CODE OF ETHICS REPORTS AND RECORDS OF VARIOUS COMPLIANCE TESTING

Name of entity where books and records are kept:
RYAN GENZMAN

Number and Street 1:		Number and Street 2:	
City:	State:	Country:	ZIP+4/Postal Code:

Name of entity where books and records are kept:
LYNSEY RICHTER

Number and Street 1:		Number and Street 2:	
City:	State:	Country:	ZIP+4/Postal Code:

If this address is a private residence, check this box: ☒

Telephone Number:	Facsimile number, if any:
520-577-4711	

- This is (check one):
- ☐ one of your branch offices or affiliates.
 - ☐ a third-party unaffiliated recordkeeper.
 - ☒ other.

Briefly describe the books and records kept at this location.
AN EXTERNAL HARD DRIVE HAS A COPY OF OUR ELECTRONIC BOOKS AND RECORDS AND IS KEPT IN A SAFE AT THE RESIDENCE.

Name of entity where books and records are kept:
REDTAIL TECHNOLOGY

Number and Street 1:		Number and Street 2:	
3131 FITE CIRCLE			
City:	State:	Country:	ZIP+4/Postal Code:
SACRAMENTO	California	United States	95827

If this address is a private residence, check this box: ☐

Telephone Number:	Facsimile number, if any:
8002065030	

- This is (check one):
- ☐ one of your branch offices or affiliates.
 - ☒ a third-party unaffiliated recordkeeper.
 - ☐ other.

Briefly describe the books and records kept at this location.
RELATIONSHIP MANAGEMENT

Name of entity where books and records are kept:
FIDELITY

Number and Street 1:		Number and Street 2:	
245 SUMMER ST			
City:	State:	Country:	ZIP+4/Postal Code:

If you are applying for registration as an investment adviser with the SEC or changing your existing Item 2 response regarding your eligibility for SEC registration, you must make this representation:

☐ I will provide investment advice on an ongoing basis to more than one client exclusively through an *operational interactive website*.

If you are filing an annual updating amendment to your existing registration and are continuing to rely on the Internet adviser exemption for SEC registration, you must make this representation:

☐ I have provided and will continue to provide investment advice on an ongoing basis to more than one client exclusively through an *operational interactive website*.

SECTION 2.A.(12) SEC Exemptive Order

If you are relying upon an SEC *order* exempting you from the prohibition on registration, provide the following information:

Application Number:
803-

Date of *order*:

Item 3 Form of Organization

If you are filing an *umbrella registration*, the information in Item 3 should be provided for the *filing adviser* only.

- A. How are you organized?
- ☐ Corporation
- ☐ Sole Proprietorship
- ☐ Limited Liability Partnership (LLP)
- ☐ Partnership
- ☒ Limited Liability Company (LLC)
- ☐ Limited Partnership (LP)
- ☐ Other (specify):

If you are changing your response to this Item, see [Part 1A Instruction 4](#).

- B. In what month does your fiscal year end each year?
DECEMBER

- C. Under the laws of what state or country are you organized?
- StateCountry
- ArizonaUnited States

If you are a partnership, provide the name of the state or country under whose laws your partnership was formed. If you are a sole proprietor, provide the name of the state or country where you reside.

If you are changing your response to this Item, see [Part 1A Instruction 4](#).

Item 4 Successions

