

May 21, 2024

TSG Capital Advisors (a d/b/a of Brightchoice Financial LLC) is registered with the Securities and Exchange Commission (SEC) as a broker-dealer. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. This Client Relationship Summary provides details about our brokerage services, fees, and other important information.

Free and simple tools are available for investors to research firms and financial professionals at investor.gov-/CRS. There, you can also find educational materials about broker-dealers, investment advisers, and investing. Alternatively, you can use FINRA BrokerCheck by visiting <https://brokercheck.finra.org/>.

This Client Relationship Summary provides insight into our firm in the following key areas:

- Services our firm offers
- Fees, compensation, and conflicts of interest associated with our firm
- Legal and disciplinary history
- Requesting more information

SERVICES OFFERED BY TSG CAPITAL ADVISORS

Our firm currently operates one line of business: private placement of securities. We offer both affiliated and unaffiliated pooled investment vehicle private placement securities, as well as access to direct shares of private companies. See Conflicts of Interest for more information on affiliated pooled investment vehicles.

• **Monitoring:** the firm does not monitor accounts

• **Investment Authority:** there is no discretionary authority over client accounts. Investors make the ultimate decision regarding the purchase or sale of investments.

• **Limited Investment Offerings:** the Firm does make available limited offerings and offers recommendations. It does not have proprietary products.

• **Account Minimums and Other Requirements:** account size minimums and investment amount limitations vary by product. This information is clearly specified in each product's private placement memorandum or equivalent document

Conversation Starters

- What is your relevant experience, including licenses, education, and other qualifications? • What do these qualifications mean?
- How do you choose recommendations?
- What are the conflicts of interest
- What separates TSG Capital Advisors from other broker-dealers?
- Given my financial situation, should I choose a brokerage service? Why or why not?

Fees, Compensation, and Conflicts of Interest Associated with Our Firm

TSG Capital Advisors and its financial professionals are compensated through fixed salaries or revenue earned by the firm through commission-based transaction fees, retainers, and success fees. Fees are transactional and referenced in the private placement/offering memorandum. Common fees and costs include commissions paid to registered representatives via placement fees. Additional fees, costs, and conflicts of interest are disclosed in the private placement/offering memorandum.

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.

When we provide you with a recommendation as your broker-dealer, we must act in your best interest and not put our interest ahead of yours. However, 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 recommendations we provide you.

Our firm receives payments from third parties, both affiliated and unaffiliated, when you invest in certain products. These payments represent additional compensation to us or compensate us for ongoing support activities we perform, such as product servicing. This creates a financial incentive to recommend products that provide higher compensation over those that pay less or nothing at all. Such payments also influence which products we make available. You should understand and ask us about these conflicts and how they affect you.

Conversation Starters

- Help me understand the fees and how these fees affect my investment. If I invest \$100,000 how much will go to fees and what other costs will be associated with my investment?
- How much will be invested for me?
- How might conflicts of interest affect me and how do you address them?

For additional information, please contact your Registered Representative or call our office administration at (631) 201-2483 to request up-to-date information.

Legal and Disciplinary History

We employ and contract individuals who have a disciplinary history.

You can visit investor.gov/CRS or <https://brokercheck.finra.org/> for a free and simple search into our firm and financial professionals.

Conversation Starters

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

For additional information about TSG Capital Advisors, to request up-to-date information, or to obtain a copy of this relationship summary, please call (631) 201-2483.

Conversation Starters

- Who is my primary contact person?
- Who can I speak with if I have concerns about my registered representative?

Your registered representative with our firm is your primary contact for your investment accounts. If you have any concerns about how your representative is treating you, you can contact the firm's compliance department at (631) 201-2483 by phone or via regular mail.