Item 1: Cover Page



1680 Michigan Avenue, Suite 1000
Miami Beach, FL 33139, USA
+1 (305) 799-8555

https://www.fiercefinancialgroup.com/

Form ADV Part 2A – Firm Brochure

Dated January 17, 2026

This brochure provides information about the qualifications and business practices of Fierce Financial Group LLC. If you have any questions about the contents of this brochure, please contact the firm at +1 (305) 799-8555. The accuracy of information contained in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Fierce Financial Group LLC is a registered investment adviser offering investment advisory services in the States of Florida and North Carolina and in other jurisdictions where exempted. Registration does not imply a certain level of skill or training.

Additional information about Fierce Financial Group LLC is available on the SEC's website at www.adviserinfo.sec.gov which can be found using the firm's identification number: 299467

Item 2: Material Changes

This section of the brochure is to inform clients and potential clients of any material changes that have occurred since the last annual update of our firm's brochure:

Since the last annual update, Fierce Financial Group LLC (“FFG”) has updated Item 4 (Advisory Business) and Item 5 (Fees and Compensation) to clarify the scope, fees, and applicability of the different types of investment management styles offered.

This update to Items 4 and 5 represents a clarification of FFG’s existing description of investment management services and the associated fees, and does not involve any change to the firm’s existing fee rates for Active or Passive management strategies. These updates were made to ensure greater consistency and transparency across all of the firm’s disclosures.

Item 3: Table of Contents

Contents

Item 1: Cover Page	**1**
Item 2: Material Changes	**2**
Item 3: Table of Contents	**3**
Item 4: Advisory Business	**4**
Item 5: Fees and Compensation	**5**
Item 6: Performance-Based Fees and Side-By-Side Management	**6**
Item 7: Types of Clients	**7**
Item 8: Methods of Analysis, Investment Strategies and Risk of Loss	**7**
Item 9: Disciplinary Information	**8**
Item 10: Other Financial Industry Activities and Affiliations	**9**
Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	**10**
Item 12: Brokerage Practices	**11**
Item 13: Review of Accounts	**12**
Item 14: Client Referrals and Other Compensation	**12**
Item 15: Custody	**13**
Item 16: Investment Discretion	**13**
Item 17: Voting Client Securities	**13**
Item 18: Financial Information	**14**
Item 19: Requirements for State-Registered Advisers	**14**
Form ADV Part 2B – Brochure Supplement	**19**
Form ADV Part 2B – Brochure Supplement	**22**

Item 4: Advisory Business

Description of Advisory Firm

Fierce Financial Group LLC ("FFG") is registered as an Investment Adviser with the states of Florida and North Carolina. The firm was founded in 2018. Christopher Cercy and Alexander Kondeas are the firm's principal owners and serve as Investment Adviser Representatives of FFG.

Types of Advisory Services Offered by Fierce Financial Group LLC "FFG"

Overview of Investment Management Services

FFG designs and manages customized investment portfolios for individual clients and trusts. The firm offers three primary investment management strategies — Active, Passive, and Hybrid. FFG's investment process begins with a comprehensive review of each client's financial goals, investment objectives, risk tolerance, time horizon, and prior investment experience. This information is used to develop a tailored investment strategy, which is documented in a written Investment Policy Statement (IPS) and provided to each client. Portfolios are monitored on an ongoing basis, and FFG adjusts asset allocations or individual positions as appropriate to maintain alignment with each client's objectives.

Active Investment Management

Active Investment Management involves the selection, monitoring, and trading of individual securities within a highly customized portfolio. The goal of active management is to generate income and returns consistent with or greater than the target performance objectives outlined in the client's Investment Policy Statement (IPS). Clients with taxable accounts are encouraged to consult their tax advisor or CPA to understand the potential tax impact of active trading strategies. Please refer to Item 5 (Fees and Compensation) for a description of associated fees.

Passive Investment Management

Passive Investment Management involves constructing a diversified portfolio of exchange-traded funds ("ETFs") or other index-based instruments designed to replicate the performance of selected asset classes. Allocations are based on each client's risk tolerance, investment objectives, and time horizon, as outlined in their Investment Policy Statement. Passive management emphasizes broad diversification, long-term holding periods, and low turnover. Please refer to Item 5 (Fees and Compensation) for a description of associated fees.

Hybrid Investment Management (Active + Passive)

Hybrid Investment Management combines both Active and Passive strategies within the same account to balance long-term growth and income generation. This approach integrates actively managed securities with passively managed (core) positions to provide clients with diversified exposure and tactical flexibility. **Hybrid strategies are offered exclusively to international clients** who typically maintain a single consolidated account that may contain both actively and passively managed components. This structure allows for coordinated portfolio oversight while accommodating international custodial and reporting considerations. Please refer to Item 5 (Fees and Compensation) for a description of associated fees.

Financial Planning Services

FFG does not provide comprehensive financial planning as a standalone service. However, FFG may provide complementary financial planning services upon client request.

Client Tailored Services and Client Imposed Restrictions

FFG's investment management strategies and portfolio implementation are customized based on each client's individual financial situation, objectives, and risk tolerance. The client's Investment Policy Statement (IPS) serves as the primary guide for developing and implementing an investment management strategy that reflects the client's unique needs, goals, and any applicable restrictions. Clients may impose reasonable limitations or restrictions on FFG's discretionary investment authority, including specific instructions related to individual securities, sectors, or types of investments. Any such restrictions must be submitted in writing and are documented in the client's Advisory Agreement under Schedule C. FFG reviews these restrictions to ensure they can be implemented effectively within the scope of the agreed-upon investment strategy.

Item 5: Fees and Compensation

Please note: All clients will receive Fierce Financial Group LLC's ("FFG") Disclosure Brochure (Form ADV Part 2A and 2B) either at the time of entering into the advisory agreement or at least 48 hours prior to signing the advisory agreement. If a client did not receive FFG's Disclosure Brochure at least 48 hours in advance, the client may terminate the advisory agreement within five (5) business days of signing without incurring any advisory fees.

The investment management fee collected by FFG depends on the specific type of investment management strategy provided. FFG's advisory fees are exclusive of custodian fees, brokerage commissions, mutual-fund or ETF expenses, and other costs that may be incurred by the client. Please review the following fee and compensation information for details on FFG's Active, Passive, and Blended Investment Management services:

Active Investment Management Services

FFG's advisory fee for Active Investment Management is 0.1667% per month (2.00% per year). The fee is calculated and charged monthly in arrears based on the market value of the client's assets under management as of the last business day of each month. The management fee is a fixed percentage and is automatically debited from client accounts held by the qualified custodian (Charles Schwab). Contributions or withdrawals made to or from the account during any given month may be subject to a pro-rated management fee based on the number of days the assets were available for management during that billing period. Fee changes will not take effect without the client's prior agreement, which must be documented by signing a new advisory agreement or an amendment to the current agreement. Either party may terminate the advisory agreement at any time by written notice. Because fees are paid in arrears, no rebate will be required upon termination. FFG recommends a minimum account value of $1,000,000 for Active Investment Management Services.

Passive Investment Management Services

FFG's advisory fee for Passive Investment Management is 0.0667% per month (0.80% per year). The fee is calculated and charged monthly in arrears, based on the market value of the client's assets under management as of the last business day of each month. The management fee is a fixed percentage and is automatically debited from client accounts held by the qualified custodian (Charles Schwab). Contributions or withdrawals made to or from the account during any given month may be subject to a pro-rated management fee based on the number of days the assets were available for management during that billing period. Fee changes will not take effect without the client's prior agreement, which must be documented by signing a new advisory agreement or an amendment to the current agreement. Either party may terminate the advisory agreement at any time by written notice. Because fees are paid in arrears, no rebate will be required upon termination.

Hybrid Investment Management Services (Active + Passive)

FFG's advisory fee for Hybrid Investment Management is 0.1167% per month (1.40% per year). The fee is calculated and charged monthly in arrears based on the market value of the client's assets under management as of the last business day of each month. The management fee is a fixed percentage and is automatically debited from client accounts held by the qualified custodian (Charles Schwab). Contributions or withdrawals made to or from the account during any given month may be subject to a pro-rated management fee based on the number of days the assets were available for management during that billing period. **This strategy is offered exclusively to international clients.** Fee changes will not take effect without the client's prior agreement, which must be documented by signing a new advisory agreement or an amendment to the current agreement. Either party may terminate the advisory agreement at any time by written notice. Because fees are paid in arrears, no rebate will be required upon termination.

Other Types of Fees and Expenses

FFG's investment management fees do not include brokerage or custodian commissions, transaction fees, or other related costs or expenses that may be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, or other third parties, such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire-transfer and electronic-fund fees, and other account maintenance or transaction-related costs.

Mutual funds and exchange-traded funds ("ETFs") typically charge their own internal management fees, redemption fees, and other expenses, which are described in each fund's prospectus. These charges are exclusive of, and in addition to, FFG's investment management fees. As part of its fiduciary duty to act in each client's best interest, FFG seeks to minimize overall investment costs whenever possible. FFG generally avoids commission-based or load-bearing mutual funds and instead utilizes individual stocks, bonds, and low-cost ETFs within its investment strategies. This approach is designed to reduce total client expenses and eliminate embedded product-level compensation that can increase investment costs over time. FFG does not receive commissions, revenue sharing, or other compensation from third-party investment companies under any circumstances. FFG does not engage in soft-dollar arrangements (the exchange of research or other non-monetary benefits for brokerage business) and does not receive compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from mutual funds. Item 12 of this brochure further describes the factors FFG considers when selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation (e.g., commissions and transaction costs).

Wrap Fee Program

FFG does not offer a wrap fee program.

Item 6: Performance-Based Fees and Side-By-Side Management

FFG does not charge performance-based fees and does not engage in side-by-side management.

Item 7: Types of Clients

FFG provides investment management services primarily to high-net-worth individuals, families, and Trusts. The firm's minimum aggregate portfolio value for investment management services is typically $1,000,000. However, FFG may, at its discretion, accept clients with portfolio values below the stated minimum on a case-by-case basis depending upon the client's overall financial situation.

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

Please Note: Past performance is not indicative of future results. Securities such as stocks, bonds, ETFs, Mutual Funds, and options may lose value resulting in loss of clients' principal.

Fundamental Analysis: Involves analyzing individual companies and their industry group, such as a company's financial statements, details regarding the company's product line, experience and expertise of the company's management, and the outlook for the company's industry. The resulting data are used to measure the true value of the company's stock compared to the current market value. The risk involved with fundamental analysis is that the information obtained may be incorrect or new information may be released rapidly and analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value.

Technical Analysis: Technical analysis involves evaluating investments to identify trading opportunities by analyzing statistical trends gathered from trading activity, such as price movement and volume. Unlike fundamental analysis, technical analysis focuses on patterns of price movements, trading signals, and various other analytical charting tools to evaluate a security's strength or weakness based on the current price. The risk involved with technical analysis is that rapidly changing market conditions may negate historical price trends. Please see additional material risks below.

Material Risks Involved

Every investment strategy within securities markets involves risk and may result in loss of the client's original investment principal. These risks apply to all securities that FFG may invest the client's assets. Material risks associated with FFG's investment strategies are listed below:

Market Risk: The possibility that securities current market value will fluctuate downward because of a general market decline, reducing the value of the securities regardless of the operational success of the issuer or its financial condition.

Strategy Risk: FFG's investment strategies and/or investment techniques may not work as intended due to unexpected circumstances surrounding political, economical, tax, and general market risks.

Small and Medium Cap Risk: Securities of companies with small and medium market capitalizations are often more volatile and less liquid than those of larger companies. Small and medium cap companies may face a greater risk of business failure, which could increase the volatility of the client's portfolio and risk of loss.

Concentration Risk: FFG's investment strategies focus on particular asset classes, industries, sectors or specific types of investments. From time to time, FFG's investment strategies may be subject to greater risks of adverse developments in such areas of focus, as compared to a strategy that is more broadly diversified.

Interest Rate Risk: Bond (fixed income) prices generally fall when interest rates rise, and the value of the bond may fall below par value or the original investment value.

Political, Legal or Legislative Risk: Legislative changes or court rulings may impact the value of investments, or the securities' claim on the issuer's assets and finances. Changes within the political landscape of domestic and international laws may also increase the risk of loss.

Inflation: Inflation may erode the buying power of an investment portfolio, even if the dollar value of the investments remains the same.

Risks Associated with Specific Securities

Common Stocks may fluctuate in price dramatically, and in the event of an issuer's bankruptcy or restructuring the stock could lose all value. Slower economic growth or recessionary economic environments could adversely affect the price of all stocks. The common stock shares of companies may also be de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) may halt stock trading. FFG has no control over these specific risks embedded in the underlying stocks in which the client may be invested.

Options purchase and uncovered writing (selling) of contracts—involves a significant degree of risk not suitable for all investors. Investors should carefully consider the inherent risks, tax impacts, and financial obligations associated with options trading as further detailed in the Options Clearing Corporation booklet "Characteristics and Risks of Standardized Options" provided to each client after signing the custodian's "Client Options Account Agreement". Additional information regarding options and the specific risks associated with FFG's active management strategy is outlined in the client's Investment Policy Statement.

Corporate Bonds may face interest rate risk, reinvestment risk, inflation risk, market risk, call risk (or redemption risk), credit risk, and liquidity risk.

Municipal Bonds carry the same general risks as investing in corporate bonds. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call risk (or redemption risk), credit risk, and liquidity risk.

Exchange Traded Funds may or may not track underlying benchmarks as expected due to internal costs or commissions. ETFs are also subject to the following risks: (i) ETFs may trade at a market price that is above or below the net asset value; (ii) ETFs may employ an investment strategy that utilizes high leverage ratios; or (iii) ETFs may be halted if the listing exchange's officials deem such action appropriate. The ETF may also be de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) may halt trading. FFG has no control over the risks embedded in the underlying ETFs in which the client may be invested.

Item 9: Disciplinary Information

Criminal or Civil Actions

FFG and its personnel have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

FFG and its personnel have not been involved in administrative enforcement proceedings.

Self-Regulatory Organization Enforcement Proceedings

FFG and its personnel have not been involved in legal or disciplinary events that are material to a client's or a prospective client's evaluation of FFG or the integrity of its management.

Item 10: Other Financial Industry Activities and Affiliations

No FFG employee or personnel is registered as a broker-dealer, or is pending to register as a broker-dealer or a registered representative of a broker-dealer.

No FFG employee or personnel is a registered insurance agent or broker.

No FFG employee or personnel is registered, or is pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

FFG is not affiliated with and does not revenue share with any third party companies or individuals.

FFG does not have any conflicts of interest with any outside investment company or third party.

Christopher Cercy does not receive income from any source other than Fierce Financial Group LLC.

Alexander Kondeas does not receive income from any source other than Fierce Financial Group LLC.

Recommendations or Selections of Outside Investment Advisers

FFG does not recommend clients to outside managers, insurance agents, or other investment advisers.

Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

As a fiduciary, Fierce Financial Group LLC ("FFG") and its personnel owe a duty of utmost good faith to act solely in the best interests of each client. Clients entrust FFG with their assets and personal information, which places a high standard on the firm's conduct and integrity. FFG's fiduciary duty is a core component of its Code of Ethics and represents the foundation of all professional dealings with clients. The firm and its associates also adhere to the Code of Ethics and Professional Responsibility adopted by the CFP® Board of Standards, Inc., accepting the obligation to comply with all applicable laws and regulations and to act in an ethical, transparent, and professionally responsible manner whenever services are rendered. All supervised persons of FFG are required to comply with the firm's internal Code of Ethics and personal-trading policies, which are designed to identify and avoid conflicts of interest with clients. A copy of FFG's Code of Ethics is available to any client or prospective client upon request.

Code of Ethics Summary

Please note: The following summary to FFG's code of ethics does not attempt to identify all possible conflicts of interest, and compliance with each of the specific provisions will not shield associated persons of FFG from liability for other conduct that violates a fiduciary duty to advisory clients.

- **Integrity-** Associated persons shall offer and provide professional services with integrity at all times.
- **Objectivity-** Associated persons shall be objective in providing professional services to clients.
- **Competence-** Associated persons shall provide services to clients competently and maintain the necessary knowledge and skills to continue providing competent services in the areas in which they are engaged.
- **Fairness-** Associated persons shall perform professional services in a manner that is fair, objective, and reasonable to clients, principals, partners, and employers, and shall disclose conflict(s) of interest when providing such services.
- **Confidentiality-** Associated persons shall not disclose confidential client information without the specific consent of the client unless in response to proper legal processes, or as required by law.
- **Professionalism-** Associated persons' conduct in all matters shall reflect the integrity of the profession.
- **Diligence-** Associated persons shall act diligently in providing professional services.

FFG reviews its code of ethics annually to ensure the code remains current, and requires all firm access persons to attest to their understanding of, and adherence to the code of ethics at least annually. FFG will provide a copy of its code of ethics to any client or prospective client promptly upon request.

Investment Recommendations Involving Material Conflicts of Interest

Neither FFG, its personnel, nor any related person is authorized to recommend or effect a transaction for a client involving any security in which FFG or a related person has a material financial interest or conflict of interest, such as acting in the capacity of an underwriter, issuer, or adviser to the issuer. FFG and its personnel are prohibited from placing their own interests ahead of those of any client.

Advisory Firm Purchase of Same Securities and Other Conflicts of Interest

FFG personnel may buy or sell securities that are similar to, or different from, those recommended to clients. To mitigate potential conflicts of interest arising from personal trading, FFG has adopted internal trading policies and pre-clearance procedures designed to ensure that client transactions receive priority. FFG prohibits its personnel from taking positions opposite to those of clients (i.e., trading against client positions) and from engaging in front-running, meaning trading a security for their own account immediately before executing the same or a related trade for a client account.

Trading Securities At or Around the Same Time as Client's Securities

FFG personnel may buy or sell securities for their own accounts at or around the same time that such securities are recommended or traded for client accounts, provided that the activity does not disadvantage clients or otherwise violate FFG's fiduciary duty. All such transactions are subject to monitoring and review under FFG's Code of Ethics and personal-trading policies to ensure compliance with these standards.

Item 12: Brokerage Practices

Affiliations With Custodians and/or Broker-Dealers

FFG is not affiliated with a broker-dealer or a custodian.

1. Research and Other Soft-Dollar Benefits

FFG does not receive soft dollar benefits from a broker-dealer or a custodian.

2. Brokerage for Client Referrals

FFG does not receive referrals from broker-dealers or custodians.

3. Clients Directing Which Broker/Dealer or Custodian to Use

FFG currently utilizes Charles Schwab & Co., Inc. ("Schwab") as the primary qualified custodian for client accounts managed by the firm. FFG and Schwab are independent and unaffiliated entities. In selecting Schwab, FFG considered factors such as financial strength, reputation, service quality, technology, and trading execution capabilities. FFG believes Schwab provides clients with competitive transaction costs and high-quality execution. FFG is unable to provide discretionary investment-management services for clients who choose to maintain accounts with a custodian other than Schwab.

The Custodian (Charles Schwab)

FFG participates in the Charles Schwab & Co., Inc "Institutional Adviser program". Charles Schwab is a member of FINRA/SIPC. Charles Schwab & Co., Inc. is an independent [and unaffiliated] SEC-registered broker-dealer. Charles Schwab & Co., Inc. offers independent investment advisory services to FFG which include custody of client funds and securities, client trade executions, clearance, and settlement of client transactions. (Please see the additional disclosure under Item 14 below.) Charles Schwab & Co., Inc. and Fierce Financial Group LLC are not affiliated entities.

Aggregating (Block) Trading

FFG investment advisers may, at their discretion, aggregate orders (also known as batch trading or block trading) when purchasing or selling the same securities for multiple client accounts at approximately the same time, if doing so is believed to be in the best interest of clients. Aggregation may allow for more efficient execution or more favorable pricing for all participating accounts.

However, FFG generally does not utilize block trading because of the highly individualized nature of its portfolio-management services. In the limited event that FFG aggregates trades, allocations are made in a fair and equitable manner across all participating accounts in accordance with the firm's internal trade-allocation procedures.

Item 13: Review of Accounts

Christopher Cercy and Alexander Kondeas are responsible for the review and ongoing supervision of all client accounts. Client accounts managed under the Active Investment Management strategy are monitored daily due to the income-generating and trading frequency of the strategy. Accounts managed under the Passive Investment Management strategy are reviewed quarterly because of the longer-term, buy-and-hold nature of that approach. All client accounts—both Active and Passive—are reviewed at least annually in a one-on-one meeting with each client. The annual review focuses on the client's Investment Policy Statement (IPS) and incorporates any changes to the client's financial situation, investment objectives, or risk tolerance.

Events that may trigger an additional or "special" review include: Unusual account performance, Addition or removal of client-imposed restrictions, Significant drawdowns or increased volatility, Material changes in the client's financial situation or cash-flow needs.

Clients receive trade confirmations, monthly account statements, and annual tax reporting statements directly from the custodian, which detail all account activity. In addition, FFG provides monthly fee and income invoices for accounts that are billed a management fee. FFG encourages clients to compare all FFG reports with the official custodial statements to ensure consistency and accuracy.

Item 14: Client Referrals and Other Compensation

FFG does not receive any economic benefit, directly or indirectly, from any third party in exchange for the investment advice or other services provided to clients. FFG does not directly or indirectly compensate any person or entity for client referrals. While FFG participates in Charles Schwab's Institutional Adviser Program (as described in Item 12 above), the firm receives no compensation or other economic benefit from Schwab in connection with client accounts held at that custodian. The program solely provides access to trading, custody, and reporting services that support FFG's investment management operations. Participation in the program does not create any affiliation or financial incentive between FFG and Schwab.

Item 15: Custody

FFG does not accept or maintain custody of client funds or securities, except for the limited purpose of authorizing the deduction of advisory fees from client accounts. The following safeguards are in place to ensure compliance with applicable custody and safekeeping requirements:

A. Client Authorization: Each client provides written authorization to both FFG and the custodian, permitting FFG to deduct advisory fees directly from the client's account held with the custodian.

B. Fee Notification and Reporting: Each time a management fee is deducted, FFG sends a copy of its fee invoice to the custodian and provides a corresponding fee and income report to the client for transparency.

C. Custodial Statements: The custodian sends monthly account statements directly to clients, reflecting all transactions, disbursements, and contributions.

FFG recommends that clients carefully review the custodial statements they receive and compare them with any reports provided by FFG. Portfolio values reported by FFG may vary slightly from those shown on custodial statements due to the proration of contributions or withdrawals during the reporting period.

Item 16: Investment Discretion

FFG maintains investment discretion over client accounts with respect to the securities to be purchased or sold, the amount of securities to be transacted, and the timing of such transactions. Investment discretion is fully explained to clients when the advisory relationship is established. At the beginning of the relationship, each client signs account-opening documents with the custodian (Charles Schwab) granting FFG limited power of attorney to execute investment transactions on the client's behalf. The discretionary authority is also described and authorized in FFG's written advisory agreement, which is executed by every client. Clients may impose reasonable limitations or restrictions on FFG's discretionary authority by providing such instructions in writing.

Item 17: Voting Client Securities

FFG does not vote proxies on behalf of clients. Accordingly, clients retain exclusive responsibility for voting all proxies related to securities held in their accounts, and acting on all corporate actions (e.g., tender offers, mergers, reorganizations, or similar events) pertaining to their investment assets.

Clients should instruct their qualified custodian to forward all proxy materials and shareholder communications directly to them. If a client would like FFG's opinion or analysis regarding a particular proxy or corporate action, the client may contact FFG at the telephone number listed on the cover page of this brochure.

Item 18: Financial Information

Registered investment advisers are required to disclose certain information about their financial condition if that information is reasonably likely to impair their ability to meet contractual commitments to clients.

FFG and its principals have no financial condition or commitment that would impair the firm's ability to meet its contractual or fiduciary obligations to clients. Neither FFG nor any of its principals has ever been the subject of a bankruptcy proceeding. FFG does not take custody of client funds or securities, except for the limited purpose of instructing the custodian to deduct investment management fees from client accounts. FFG does not require or solicit prepayment of more than $500 in fees per client, six months or more in advance.

Item 19: Requirements for State-Registered Advisers

Christopher Cercy, CFP®

Date of Birth: 07/14/1990

Educational Background

- 2015–2016: BS Finance, Winston-Salem State University
- 2014–2015: Finance and Economics, University of Louisville
- 2009–2013: Finance, Florida International University

Business Experience

- 05/2018—Present: Fierce Financial Group LLC, Partner
- 06/2016–10/2018: Retirement Wealth Advisors, Inc, Investment Advisor Representative
- 06/2016–10/2018: Formula Folios Investments, Investment Advisor Representative
- 08/2014–06/2016: Winston-Salem State University, Research Assistant

Professional Designations, Licensing & Exams

CFP® (Certified Financial Planner™): The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- **Education**– Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.
- **Examination**– Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances.
- **Experience**– Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year).
- **Continuing Education**– Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field.
- **Ethics**– Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Other Business Activities

Christopher Cercy does not engage in any outside business activities.

Performance-Based Fees

Christopher Cercy is not compensated by performance-based fees.

Material Disciplinary Disclosures

Christopher Cercy has never been involved in any arbitration claim of any kind, or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Material Relationships Involving Management Persons With Issuers of Securities

Christopher Cercy has no relationship or arrangement with issuers of securities.

Additional Compensation

Christopher Cercy does not receive any additional economic benefit from any person, company, or organization, in exchange for providing clients investment management services through FFG.

Supervision

Christopher Cercy, as Chief Compliance Officer of FFG, is responsible for oversight and supervision of the firm's personnel. He may be contacted at the phone number listed on this brochure supplement.

Requirements for State Registered Advisers

Christopher Cercy has not been involved in any arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.

Item 19: Requirements for State-Registered Advisers (Cont.)

Alexander Kondeas, PhD, CFA®, CFP®

Date of Birth: 01/11/1965

Educational Background

- 1998: Ph.D, Economics, Auburn University
- 1994: MA, Economics, University of South Florida
- 1993: MBA, Finance, University of South Florida
- 1988: BS, Accounting, Technological Educational Institute of Larisa

Business Experience

- 11/2018—Present: Fierce Financial Group LLC, Partner
- 08/2010–07/2022: Winston-Salem State University, Tenured Professor

Professional Designations, Licensing & Exams

Chartered Financial Analyst (CFA®): The CFA® Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. It is designed to prepare charter holders for a wide range of investment specialties that apply in every market all over the world. To earn a CFA charter, applicants study for three exams (Levels I, II, III) using an assigned curriculum. Upon passing all three exams and meeting the professional and ethical requirements, they are awarded a charter.

CFP® (Certified Financial Planner™): The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- **Education**– Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.
- **Examination**– Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances.
- **Experience**– Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year).
- **Continuing Education**– Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field.
- **Ethics**– Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Other Business Activities

Alexander Kondeas does not engage in any outside business activities.

Performance-Based Fees

Alexander Kondeas is not compensated by performance-based fees.

Material Disciplinary Disclosures

Alexander Kondeas has never been involved in any arbitration claim of any kind, or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Material Relationships Involving Management Persons With Issuers of Securities

Alexander Kondeas has no relationship or arrangement with issuers of securities.

Additional Compensation

Alexander Kondeas does not receive any additional economic benefit from any person, company, or organization, in exchange for providing clients advisory services through FFG.

Supervision

Christopher Cercy, as Chief Compliance Officer of FFG, is responsible for compliance oversight and supervision of Alexander Kondeas.

Requirements for State Registered Advisers

Alexander Kondeas has not been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.

ADV Part 2B: Cover Page



1680 Michigan Avenue, Suite 1000
Miami Beach, FL 33139
+1 (305) 799-8555

https://www.fiercefinancialgroup.com/

Form ADV Part 2B – Brochure Supplement

Dated January 17, 2026

For

Christopher Cercy [Individual CRD# 6692067]

Partner and Chief Compliance Officer

This brochure supplement provides information about Christopher Cercy that supplements the Fierce Financial Group LLC ("FFG") firm brochure. A copy of the firm's brochure precedes this supplement. Please contact Christopher Cercy if the FFG firm brochure is not included with this supplement or if you have any questions about the contents of this brochure supplement.

Additional information about Christopher Cercy is available on the SEC's website at www.adviserinfo.sec.gov which can be found using the identification number: 6692067.

Educational Background and Business Experience

Christopher Cercy, CFP®

Date of Birth: 07/14/1990

Educational Background

- 2015–2016: BS Finance, Winston-Salem State University
- 2014–2015: Finance and Economics, University of Louisville
- 2009–2013: Finance, Florida International University

Business Experience

- 05/2018—Present: Fierce Financial Group LLC, Partner
- 06/2016–10/2018: Retirement Wealth Advisors, Inc, Investment Advisor Representative
- 06/2016–10/2018: Formula Folios Investments, Investment Advisor Representative
- 08/2014–06/2016: Winston-Salem State University, Research Assistant

Professional Designations, Licensing & Exams

CFP® (Certified Financial Planner™): The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- **Education**– Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.
- **Examination**– Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances.

- **Experience**– Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year).
- **Continuing Education**– Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field.
- **Ethics**– Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Other Business Activities

Christopher Cercy does not engage in any outside business activities.

Performance-Based Fees

Christopher Cercy is not compensated by performance-based fees.

Material Disciplinary Disclosures

Christopher Cercy has never been involved in any arbitration claim of any kind, or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Material Relationships Involving Management Persons With Issuers of Securities

Christopher Cercy has no relationship or arrangement with issuers of securities.

Additional Compensation

Christopher Cercy does not receive any additional economic benefit from any person, company, or organization, in exchange for providing clients investment management services through FFG.

Supervision

Christopher Cercy, as Chief Compliance Officer of FFG, is responsible for oversight and supervision of the firm's personnel. He may be contacted at the phone number listed on this brochure supplement.

Requirements for State Registered Advisers

Christopher Cercy has not been involved in any arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.

ADV Part 2B: Cover Page



1680 Michigan Avenue, Suite 1000
Miami Beach, FL 33139
+1 (305) 799-8555

https://www.fiercefinancialgroup.com/

Form ADV Part 2B – Brochure Supplement

Dated January 17, 2026

For

Alexander Kondeas [Individual CRD#7042243]

Partner

This brochure supplement provides information about Alexander Kondeas that supplements the Fierce Financial Group LLC ("FFG") firm brochure. A copy of the firm's brochure precedes this supplement. Please contact Alexander Kondeas or the firm's CCO, Christopher Cercy if the FFG firm brochure is not included with this supplement or if you have any questions about the contents of this brochure supplement.

Additional information about Alexander Kondeas is available on the SEC's website at www.adviserinfo.sec.gov which can be found using the identification number 7042243.

Educational Background and Business Experience

Alexander Kondeas, PhD, CFA®, CFP®

Date of Birth: 01/11/1965

Educational Background

- 1998: Ph.D, Economics, Auburn University
- 1994: MA, Economics, University of South Florida
- 1993: MBA, Finance, University of South Florida
- 1988: BS, Accounting, Technological Educational Institute of Larisa

Business Experience

- 11/2018—Present: Fierce Financial Group LLC, Partner
- 08/2010–07/2022: Winston-Salem State University, Tenured Professor

Professional Designations, Licensing & Exams

Chartered Financial Analyst (CFA®): The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. It is designed to prepare charter holders for a wide range of investment specialties that apply in every market all over the world. To earn a CFA charter, applicants study for three exams (Levels I, II, III) using an assigned curriculum. Upon passing all three exams and meeting the professional and ethical requirements, they are awarded a charter.

CFP® (Certified Financial Planner™): The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- **Education**– Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.

- **Examination**– Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances.
- **Experience**– Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year).
- **Continuing Education**– Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field.
- **Ethics**– Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Other Business Activities

Alexander Kondeas does not engage in any outside business activities.

Performance-Based Fees

Alexander Kondeas is not compensated by performance-based fees.

Material Disciplinary Disclosures

Alexander Kondeas has never been involved in any arbitration claim of any kind, or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Material Relationships Involving Management Persons With Issuers of Securities

Alexander Kondeas has no relationship or arrangement with issuers of securities.

Additional Compensation

Alexander Kondeas does not receive any additional economic benefit from any person, company, or organization, in exchange for providing clients advisory services through FFG.

Supervision

Christopher Cercy, as Chief Compliance Officer of FFG, is responsible for compliance oversight and supervision.

Requirements for State Registered Advisers

Alexander Kondeas has not been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.