NORTHEAST FINANCIAL GROUP, INC.

FORM 13F-HR
(Form 13F Holdings Report)

Filed 07/15/24 for the Period Ending 06/30/24

Address	3435 WINCHESTER ROAD
	SUITE 102
	ALLENTOWN, PA, 18104
Telephone	570-688-9898
CIK	0001965773
Fiscal Year	12/31

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 13F

OMB APPROVAL
OMB Number: 3235-0006 Estimated average burden hours per response: 23.8

FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: 06-30-2024

Check here if Amendment: ☐ Amendment Number: ______

This Amendment (Check only one.): ☐ is a restatement.

☐ adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name: Northeast Financial Group, Inc.

Address: Po Box 531

Tannersville PA 18372

Form 13F File Number: 028-23341

CRD Number (if applicable): 000122609

SEC File Number (if applicable): 801-78187

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Name: Robert Hackenberg

Title: Chief Compliance Officer

Phone: 570-688-9898

Signature, Place, and Date of Signing:

/s/ Robert Hackenberg	Tannersville, PENNSYLVANIA	07-15-2024
[Signature]	[City, State]	[Date]

Do you wish to provide information pursuant to Special Instruction 5? ☐ Yes ☒ No

Report Type (Check only one.):

☒ 13F HOLDINGS REPORT. (Check here if all holdings of this reporting manager are reported in this report.)

☐ 13F NOTICE. (Check here if no holdings reported are in this report, and all holdings are reported by other reporting manager(s).)

☐ 13F COMBINATION REPORT. (Check here if a portion of the holdings for this reporting manager are reported in this report and a portion are reported by other reporting manager(s).)

Form 13F Summary Page

Report Summary:

Number of Other Included Managers:	1
Form 13F Information table Entry Total:	76
Form 13F Information table Value Total:	233,571,063 (round to nearest dollar)

List of Other Included Managers:

Provide a numbered list of the name(s) and Form 13F number(s) of all institutional investement managers with respect to which this report is filed, other than the manager filing this report.

No.	Name	Form 13F File Number	CRD No. (if applicable)	SEC File No. (if applicable)	CIK
1	Herbein Financial Group	028-23342	000322194	801-126422	0001989399

FORM 13F INFORMATION TABLE

COLUMN 1	COLUMN 2	COLUMN 3		COLUMN 4	COLUMN 5			COLUMN 6	COLUMN 7	COLUMN 8		
NAME OF ISSUER	TITLE OF CLASS	CUSIP	FIGI	VALUE (round to nearest dollar)	SHRS OR PRN AMT	SH / PRN	PUT / CALL	INVESTMENT DISCRETION	OTHER MANAGER	VOTING AUTHORITY		
										SOLE	SHARED	NONE
ALPHABET INC	CAP STK CL C	02079K107	-	205,837	1,122	SH	-	DFND	1	1,122	0	0
ALPHABET INC	CAP STK CL A	02079K305	-	2,562,743	14,068	SH	-	DFND	1	14,068	0	0
ALTRIA GROUP INC	COM	02209S103	-	279,359	6,133	SH	-	DFND	1	6,133	0	0
AMAZON COM INC	COM	023135106	-	2,478,818	12,827	SH	-	DFND	1	12,827	0	0
APPLE INC	COM	037833100	-	147,434	700	SH	Put	DFND	1	700	0	0
APPLE INC	COM	037833100	-	1,711,458	8,125	SH	-	DFND	1	8,125	0	0
BERKSHIRE HATHAWAY INC DEL	CL B NEW	084670702	-	290,455	714	SH	-	DFND	1	714	0	0
COCA COLA CO	COM	191216100	-	209,376	3,289	SH	-	DFND	1	3,289	0	0
COSTCO WHSL CORP NEW	COM	22160K105	-	303,797	357	SH	-	DFND	1	357	0	0
DIGITAL RLTY TR INC	COM	253868103	-	228,075	1,500	SH	-	DFND	1	1,500	0	0
DIMENSIONAL ETF TRUST	WORLD EX US CORE	25434V880	-	253,183	9,960	SH	-	DFND	1	9,960	0	0
DIMENSIONAL ETF TRUST	US CORE EQUITY 2	25434V708	-	1,347,213	41,787	SH	-	DFND	1	41,787	0	0
ELI LILLY & CO	COM	532457108	-	556,166	614	SH	-	DFND	1	614	0	0
ESSA BANCORP INC	COM	29667D104	-	275,213	15,646	SH	-	DFND	1	15,646	0	0
ETFS GOLD TR	PHYSCL GOLD SHS	00326A104	-	359,675	16,187	SH	-	DFND	1	16,187	0	0
EXXON MOBIL CORP	COM	30231G102	-	902,241	7,837	SH	-	DFND	1	7,837	0	0
FIDELITY D & D BANCORP INC	COM	31609R100	-	210,678	4,810	SH	-	DFND	1	4,810	0	0
GRAFTECH INTL LTD	COM	384313508	-	9,700	10,000	SH	-	DFND	1	10,000	0	0
HERSHEY CO	COM	427866108	-	375,823	2,043	SH	-	DFND	1	2,043	0	0
HOME DEPOT INC	COM	437076102	-	291,393	846	SH	-	DFND	1	846	0	0
INVESCO EXCH TRADED FD TR II	NATL AMT MUNI	46138E537	-	891,171	37,633	SH	-	DFND	1	37,633	0	0
INVESCO EXCHANGE TRADED FD T	S&P500 EQL WGT	46137V357	-	3,143,835	19,136	SH	-	DFND	1	19,136	0	0
ISHARES TR	CALIF MUN BD ETF	464288356	-	382,177	6,719	SH	-	DFND	1	6,719	0	0
ISHARES TR	ISHS 1-5YR INVS	464288646	-	1,224,600	23,899	SH	-	DFND	1	23,899	0	0
ISHARES TR	NEW YORK MUN ETF	464288323	-	310,525	5,816	SH	-	DFND	1	5,816	0	0
ISHARES TR	SHRT NAT MUN ETF	464288158	-	4,824,444	46,144	SH	-	DFND	1	46,144	0	0
ISHARES TR	20 YR TR BD ETF	464287432	-	7,078,082	77,119	SH	-	DFND	1	77,119	0	0
ISHARES TR	CORE MSCI EAFE	46432F842	-	453,360	6,240	SH	-	DFND	1	6,240	0	0
ISHARES TR	NATIONAL MUN ETF	464288414	-	8,372,521	78,577	SH	-	DFND	1	78,577	0	0
ISHARES TR	BROAD USD HIGH	46435U853	-	7,007,301	193,144	SH	-	DFND	1	193,144	0	0
ISHARES TR	CORE US AGGBD ET	464287226	-	5,380,967	55,433	SH	-	DFND	1	55,433	0	0
ISHARES TR	1 3 YR TREAS BD	464287457	-	1,801,587	22,064	SH	-	DFND	1	22,064	0	0
ISHARES TR	CORE DIV GRWTH	46434V621	-	2,487,337	43,175	SH	-	DFND	1	43,175	0	0
J P MORGAN EXCHANGE TRADED F	EQUITY PREMIUM	46641Q332	-	6,098,315	107,592	SH	-	DFND	1	107,592	0	0
JOHNSON & JOHNSON	COM	478160104	-	377,028	2,578	SH	-	DFND	1	2,578	0	0
MCDONALDS CORP	COM	580135101	-	207,440	814	SH	-	DFND	1	814	0	0
MICROSOFT CORP	COM	594918104	-	2,145,504	4,799	SH	-	DFND	1	4,799	0	0
MONDELEZ INTL INC	CL A	609207105	-	311,094	4,753	SH	-	DFND	1	4,753	0	0
NEXGEL INC	COM	65344E107	-	25,592	11,848	SH	-	DFND	1	11,848	0	0
NVIDIA CORPORATION	COM	67066G104	-	1,148,874	9,299	SH	-	DFND	1	9,299	0	0
ORACLE CORP	COM	68389X105	-	205,324	1,454	SH	-	DFND	1	1,454	0	0
PEPSICO INC	COM	713448108	-	205,040	1,243	SH	-	DFND	1	1,243	0	0
PHILIP MORRIS INTL INC	COM	718172109	-	323,873	3,196	SH	-	DFND	1	3,196	0	0
PNC FINL SVCS GROUP INC	COM	693475105	-	310,163	1,994	SH	-	DFND	1	1,994	0	0
PROCTER AND GAMBLE CO	COM	742718109	-	233,267	1,414	SH	-	DFND	1	1,414	0	0
SCHWAB STRATEGIC TR	US DIVIDEND EQ	808524797	-	15,138,492	194,681	SH	-	DFND	1	194,681	0	0
SCHWAB STRATEGIC TR	US LCAP GR ETF	808524300	-	11,207,533	111,141	SH	-	DFND	1	111,141	0	0
SCHWAB STRATEGIC TR	US LRG CAP ETF	808524201	-	31,404,836	488,791	SH	-	DFND	1	488,791	0	0
SCHWAB STRATEGIC TR	SHT TM US TRES	808524862	-	17,894,916	371,803	SH	-	DFND	1	371,803	0	0

SCHWAB STRATEGIC TR	INTL EQTY ETF	808524805	-	15,551,170	404,766	SH	-	DFND	1	404,766	0	0
SCHWAB STRATEGIC TR	US SML CAP ETF	808524607	-	1,957,737	41,258	SH	-	DFND	1	41,258	0	0
SCHWAB STRATEGIC TR	US MID-CAP ETF	808524508	-	18,956,576	243,563	SH	-	DFND	1	243,563	0	0
SCHWAB STRATEGIC TR	US AGGREGATE B	808524839	-	5,050,874	110,812	SH	-	DFND	1	110,812	0	0
SELECT SECTOR SPDR TR	TECHNOLOGY	81369Y803	-	516,936	2,285	SH	-	DFND	1	2,285	0	0
SPDR GOLD TR	GOLD SHS	78463V107	-	3,093,134	14,386	SH	-	DFND	1	14,386	0	0
SPDR INDEX SHS FDS	PORTFOLIO EMG MK	78463X509	-	985,261	26,154	SH	-	DFND	1	26,154	0	0
SPDR S&P 500 ETF TR	TR UNIT	78462F103	-	1,176,632	2,162	SH	-	DFND	1	2,162	0	0
SPDR SER TR	NUVEEN BLMBRG MU	78468R721	-	1,607,768	35,142	SH	-	DFND	1	35,142	0	0
SPDR SER TR	PORTFOLIO AGRGTE	78464A649	-	10,573,620	421,426	SH	-	DFND	1	421,426	0	0
SPDR SER TR	PORTFOLIO LN TSR	78464A664	-	1,355,519	49,798	SH	-	DFND	1	49,798	0	0
TARGET CORP	COM	87612E106	-	613,879	4,146	SH	-	DFND	1	4,146	0	0
UNITED PARCEL SERVICE INC	CL B	911312106	-	263,984	1,929	SH	-	DFND	1	1,929	0	0
UNITEDHEALTH GROUP INC	COM	91324P102	-	2,264,203	4,446	SH	-	DFND	1	4,446	0	0
VANGUARD ADMIRAL FDS INC	500 GRTH IDX F	921932505	-	844,782	2,533	SH	-	DFND	1	2,533	0	0
VANGUARD BD INDEX FDS	TOTAL BND MRKT	921937835	-	650,674	9,030	SH	-	DFND	1	9,030	0	0
VANGUARD INDEX FDS	S&P 500 ETF SHS	922908363	-	1,829,476	3,658	SH	-	DFND	1	3,658	0	0
VANGUARD INDEX FDS	MID CAP ETF	922908629	-	449,559	1,856	SH	-	DFND	1	1,856	0	0
VANGUARD INDEX FDS	TOTAL STK MKT	922908769	-	2,222,783	8,309	SH	-	DFND	1	8,309	0	0
VANGUARD INTL EQUITY INDEX F	FTSE EMR MKT ETF	922042858	-	7,214,812	164,871	SH	-	DFND	1	164,871	0	0
VANGUARD SCOTTSDALE FDS	LG-TERM COR BD	92206C813	-	7,098,345	93,571	SH	-	DFND	1	93,571	0	0
VANGUARD SCOTTSDALE FDS	SHRT TRM CORP BD	92206C409	-	1,695,440	21,939	SH	-	DFND	1	21,939	0	0
VANGUARD SCOTTSDALE FDS	SHORT TERM TREAS	92206C102	-	896,989	15,467	SH	-	DFND	1	15,467	0	0
VANGUARD STAR FDS	VG TL INTL STK F	921909768	-	213,281	3,537	SH	-	DFND	1	3,537	0	0
VISA INC	COM CL A	92826C839	-	1,960,032	7,466	SH	-	DFND	1	7,466	0	0
WALMART INC	COM	931142103	-	202,724	2,994	SH	-	DFND	1	2,994	0	0
WASTE MGMT INC DEL	COM	94106L109	-	731,038	3,425	SH	-	DFND	1	3,425	0	0