

# **HYA ADVISORS, INC.**

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**This brochure provides information about the qualifications and business practices of HYA Advisors, Inc. If you have any questions about the contents of this brochure, please contact us at 417-882-7283. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.**

**Additional information about HYA Advisors, Inc. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)**

## Item 2: Material Changes

There are no material changes to report at this time.

Pursuant to SEC rules and regulations, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. We may further provide other disclosure information about material changes as necessary.

We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Our Brochure may be requested by contacting (417) 882-7283 or by emailing [plan@heimyoung.com](mailto:plan@heimyoung.com).

Additional information about HYA Advisors, Inc. is also available via the SEC's website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's website also provides information about any persons affiliated with HYA Advisors, Inc. who are registered as an investment advisor representative.

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## Advisory Business

HYA Advisors, Inc. (the "Firm") has been operating since 1991. Our Firm offers investment advisory services to our clients; you and your family. Our Investment Advisor representatives (sometimes referred to as "IARs") are those people who provide advice to you. IARS will perform an initial interview with you to conduct a data-gathering process to determine your individual needs, objectives, time horizon and risk tolerance. After an analysis of the personal and financial information, investment strategies can be determined and reviewed with you.

The recommendations and allocations we make are intended to be made in a manner that is consistent with each client's goals and objectives, while considering overall market conditions. Generally, we do not provide advice on investment products that are fixed or static in nature or those that are not considered securities by federal and state securities laws. Each client's portfolio is reviewed regularly and reallocated as necessary. Ongoing advisory services require that you, our client, maintain contact with your advisor. You, our client, are responsible for promptly notifying us, HYA Advisors, if you have changes to your personal situation including any lifestyle and financial conditions that may alter stated goals and objectives and subsequently, the investment advice we may provide.

Our firm does not provide tax advice and is not responsible for the tax consequences borne by you as a result of account transactions. We encourage you to talk with your tax advisor about tax consequences resulting from transactions or any particular investment that may be held within your account(s).

## Fees and Compensation

We charge fees for our investment services, based on the complexity of each client's needs, objectives, and current portfolio positions. Fees may be determined based on an hourly rate or as a percentage of managed assets. Our hourly rate is one hundred fifty dollars (\$150.00) per hour, or as otherwise negotiated, for advisory services rendered. Our Firm's basic fee schedule, based on the total of managed assets, is as follows:

|                           |       |
|---------------------------|-------|
| -up to \$250,000          | 1.50% |
| -\$250,000 -- \$1,000,000 | 1.25% |
| - Over \$1,000,000        | 1.00% |

Advisory fees are due and payable at the beginning of each billing period (generally quarterly). We may also receive additional compensation for investment advisory services in the form of commissions received by our registered representatives.

Our Firm reserves the right to negotiate fees; however it is our intent to treat all clients equitably based on the services performed. All fees will be consistent and reasonable in relation to the costs of providing the service. Fees must be agreed upon between us and you prior to undertaking the work.

All fees paid to HYA Advisors, Inc., for advisory services are separate from, and in addition to, the fees and expenses charged to shareholders of mutual funds. A complete explanation of the expenses charged by mutual funds is contained in the funds' prospectus. You should refer to it for additional information.

In addition, you may pay transactional and or other service fees to the firm which has custody of your assets.

You may be billed for advisory fees directly, or, upon written authorization from you to the custodian firm, the payment may be directly charged to your account, and paid to HYA Advisors, Inc. via the custodian. In all cases, we will notify you of the exact amount of the advisory fee and the specific manner or basis on which the fee has been calculated. Typically, custodians will issue quarterly account statements to you which should reflect advisory fees withdrawn, if any. Some custodians may issue the statements on more frequent basis.

Initial fees are based on the opening balance of managed assets and are calculated pro-rata for the remainder of the current billing period, as are additions of assets into the program.

Either party (you or us) may terminate the contract by sending written notice of cancellation. Upon early termination, prepaid fees are prorated, based on the number of days remaining in the billing period, and unused fees are refunded. No fees will be refunded on partial withdrawals unless approved prior to the withdrawal. In the case of hourly billing, pro-rata is based on the number of work hours actually spent by the advisor.

### **Performance Fees and Side-By-Side Management**

Our Firm does not accept performance fees – that is, fees based on a share of capital gains or capital appreciation of your assets which we manage.

We do not currently have side-by-side management conflicts.

### **Types of Clients**

Our Firm provides services to individual investors and small institutions.  
We do not impose minimum account sizes.

### **Methods of Analysis, Investment Strategies and Risk of Loss**

HYA Advisors Inc. builds equity and mutual fund portfolios that reflect the objectives and risk tolerance of each individual client. Throughout our process, the focus on those objectives and emphasis on quality of earnings remains constant. Generally, research and analysis is conducted through third-party providers such as Morningstar, Inc., Money Tree Silver Retirement Analysis and various other reporting agencies.

Investment portfolios may contain a measured mix of stocks, corporate or government bonds, fixed income and exchange traded fund positions with core holdings in established companies, mutual funds and/or sub-accounts within variable contracts. When appropriate, core positions may be complemented with smaller commitments to emerging and early-stage growth companies.

For income or asset allocation purposes we may also add a fixed-income component to certain client portfolios. Fixed-income investments generally contain U.S. Treasuries, Agencies, Preferred Shares, Certificates of Deposits and Corporate and / or Municipal bonds.

\*\*\*\* THE MAJORITY OF THE INVESTMENT RECOMMENDATIONS MADE BY THE FIRM INVOLVE RISK, INCLUDING LOSS OF PRINCIPAL RISK. YOU SHOULD BE PREPARED TO BEAR THE RISK OF LOSS WHEN INVESTING \*\*\*\*

### **Disciplinary Information**

Our Firm and its principals have no disciplinary history to report.

### **Other Financial Industry Activities and Affiliations**

Our Firm has an affiliated Broker/Dealer named Heim, Young & Associates, Inc. The Broker/Dealer may act as dealer for its own account within the limitations placed on it by FINRA (the Financial Industry Regulatory Authority). The affiliate has the authority to act in a principal capacity in transactions considered riskless in the industry; *i.e.*, contemporaneous purchases in which they have procured a seller or in the case of a sale, a purchaser. Generally, only fixed income securities are transacted in this manner. Principal transactions, effected with you, result in a mark-up or markdown the security's price. Your costs may be more than if Heim, Young & Associates acted as agent in effecting the transaction.

Security trades and transactions executed through Heim, Young & Associates, Inc. can result in commissions or sales charges paid by you, in addition to advisory fees charged by HYA Advisors. Our Investment Advisor representatives (of HYA Advisors) are also registered representatives of Heim, Young & Associates, Inc. As such, they may receive compensation for security transactions effected through them. Furthermore, Heim, Young & Associates, and subsequently its representatives, may receive annual distribution charges, sometimes referred to as "12(b)(1) fees" which come from mutual fund assets, and thus indirectly from your assets that we manage. At all times, you are free to direct your trades elsewhere (*i.e.*, to another broker/dealer of your choice).

Representatives of HYA Advisors are required to have completed an examination administered by the financial industry regulatory authority and maintain the FINRA registration for general securities representatives. This registration qualifies a candidate for the

solicitation, purchase, and/or sale of securities products, including corporate securities, municipal securities, options, direct participation programs, investment company products and variable contracts. We conduct annual in-house training and continuing education on various aspects of the industry, for each of our representatives that are registered.

We have arrangements that are material to our advisory business with affiliated companies. Investment advisor representatives of our Firm may direct the handling of your orders (securities transactions) to Heim, Young & Associates, an introducing broker/dealer. Insurance products may be sold under HYA Financial corp., an affiliated insurance agency. HYA Advisors, Inc., Heim, Young & Associates, Inc., and HYA Financial Corp. are owned jointly by Dennis J. Heim and Dean W. Young.

#### **Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

Our firm has adopted a code of ethics, which it provides to employees at the time of hire and is available to you upon request. The code of ethics contains a trading policy that requires employees to report all personal securities transactions to us for review. Before placing a trade, employees are expected to consider whether a personal transaction will affect the price or market for the security or otherwise be detrimental to your and other client accounts. Depending on prevailing market conditions, an employee transaction may receive a better or worse per-share price than a transaction placed on behalf of a client. At any time, our firm or our representatives may or may not have a position in individual securities recommended to you.

In summary, the code of ethics establishes our firm's expectation that our employees will not take inappropriate advantage of their position with us and will act in the best interest of each of our clients. Our employees are expected to comply with all federal securities laws.

#### **Brokerage Practices**

HYA Advisors invites you to establish accounts and to direct orders to our affiliate, Heim, Young & Associates, Inc. Products and services offered through Heim, Young & Associates are designed to satisfactorily meet client objectives and goals. Our products include a variety of brokerage features, retirement plans and account registrations as allowed under the law. Investment choices include, but are not limited to, mutual funds, variable annuity and life products, equity and debt securities, option contracts, public limited partnerships and exchange traded funds.

Heim, Young & Associates is an introducing broker/dealer and typically recommends the execution and clearance services of National Financial Services, LLC, a Fidelity Investments Company, in meeting the needs of our brokerage clients.

We recognize our responsibility for best execution for our clients, and our decision to use National Financial is based on numerous factors. It is our intent to capture the maximum value of pricing, investment ideas and support for you when we execute transactions on your behalf. National Financial offers value-added products and services such as a flexible online brokerage platform, customized statements, compliance and operational support, and consolidated recordkeeping tools, which are supported by dedicated client service professionals. These services assist our IARs in achieving its goal of best execution on behalf of you and our other clients.

You have the ability to specifically request that another brokerage services firm be used for clearance and execution. In such cases, you will be responsible to ensure that HYA Advisors has the authority to receive all account information in a timely manner. Further, you understand that we cannot offer best execution because of limitations that may be placed on the firm by your preferred service provider.

In summary, while we believe our services to be competitively priced, you may incur higher or lower costs in effecting transactions, than if transacted elsewhere. At all times, it is our intent to be fair and reasonable to you in charging advisory fees, in conjunction with commissions charged by affiliated firms. Factors taken into consideration when suggesting affiliated brokers are inclusive of, but not limited to:

- The expenses involved in effecting the transaction,
- Other remuneration, if any, received,
- The total dollar amount of the transactions,
- The value of services rendered by Heim, Young & Associates, Inc.

We will not charge you separately for investment research. Research expenses are borne by us and used for servicing all accounts and clients.

### **Review of Accounts**

Each reviewer is available to meet with you 1 to 4 times per year, depending on the size and complexity of your accounts. Investments are managed according to your goals, and reallocations are made, as needed, throughout the year.

There are three (3) reviewers in the Firm:

Dean W. Young  
Dennis J. Heim  
J. Brent Singleton

Each reviewer solicits his own clients.

You should receive account statements from the custodial investment company(s) and/or brokerage firm(s) at least quarterly, as well as confirmations of transactions as they occur.

Internally, up-to-date statements are prepared for one-on-one reviews with you or as requested.

### **Payment for Client Referrals**

Our Firm provides compensation to certain individuals for referring business to us. These individuals are called Solicitors. Generally, our Solicitor Agreements allow us to compensate an individual based on the total assets they have referred to our Firm. If your account was referred to us by a Solicitor, you should receive a separate disclosure statement regarding that relationship, in addition to this document. Our Solicitors are paid a portion of the fees that we receive from you – and you will not ever pay more based on whether or not your account was referred by a Solicitor.

### **Custody**

Our Firm will NOT maintain custody of your assets. All assets must be held at qualified custodians, other broker dealers, or directly at mutual fund and/or insurance companies.

### **Investment Discretion**

Under our management program, you may grant to us written authorization and limited power to make exchanges, purchases and sales of your managed assets. Discretionary authority is subject to what would seem appropriate, based on individual client objectives, as to the size and type of security. In some circumstances, we may find it appropriate to transfer your assets from one Class C mutual fund to another, subjecting you to additional holding periods without prior notice. It is our intent to contact you on the unlikely event a contingent deferred sales charge would be applicable upon the sale of the original Class C position. All discretionary trades for your accounts are reviewed by a registered principal of Heim, Young & Associates.

### **Voting Client Securities**

At this time, our Firm does NOT vote securities on your behalf.

### **Financial Information**

At this time, our Firm does not accept prepayment of more than \$1,200 in fees per client and six months or more in advance, and is not required to disclose its balance sheet.