



HERITAGE  
Financial Advisors

*Building your legacy together.*

103 North River Road/Suite A  
Waterville, Ohio 43566  
(419) 887-5887 | (800) 769-3504

[www.heritagefa.com](http://www.heritagefa.com)

**Charlotte (Char) B. Sargeant, CFP®**  
Managing Member  
Investment Advisor Representative

## Form ADV Part 2B

Brochure Supplement - Advisory Personnel

June 1, 2012

This brochure supplement provides information about Char Sargeant that supplements the Heritage Financial Advisors, LLC Form ADV 2A advisory brochure. You should have received a copy of that brochure. Please contact Ms. Sasha Wright, CFP®, Chief Compliance Officer, at (800) 769-3504 if you did not receive the firm's ADV Part 2A or if you have any questions about the contents of this supplement.

Additional information about Char Sargeant is available on the Securities and Exchange Commission's (SEC) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Item 1 – Cover Page

## **Item 2: Educational Background and Business Experience**

Regulatory guidance requires the firm to disclose relevant post-secondary education and professional training for each principal executive and associate of the firm through its advisory brochure or brochure supplement, as well as their business experience for at least the previous five years.

Year of Birth      CRD #

1947                      4679560

### **Educational Background**

B.S. Education - Ohio University

M.S. Education - Ohio State University

CERTIFIED FINANCIAL PLANNER™ Practitioner (CFP®)<sup>1</sup>

Series 65/Uniform Investment Adviser Law Examination - NASAA

Life, Health, Accident & Variable Annuities License - Ohio Department of Insurance

### **Business Experience**

Heritage Financial Advisors, LLC - Managing Member/Financial Planner (2009-Present)

OBS Financial Services, Inc. - Financial Planner (2003-2010)

Modern Portfolio Management, Inc. - Financial Planner (1999-2002)

## **Item 3: Disciplinary Information**

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this section. There are no criminal or civil actions, administrative enforcement proceedings, self regulatory organization enforcement proceedings or any other proceedings applicable to the firm or Ms. Sargeant.

## **Item 4: Other Business Activities**

Although the majority of Ms. Sargeant's time is involved in providing financial planning and investment management services to firm clients on a fee-only basis, she is also a licensed to sell life insurance and fixed annuities (less than five percent of her time). She may have both an investment advisory and insurance agent relationship with certain clients.

Ms. Sargeant is the majority owner of North Coast Financial Advisors, Ltd. (2004-Present) which maintains 48% of shares of Heritage Financial Advisors, LLC. She is also the majority owner of the Swiss Co., Ltd. (2004-Present); an Ohio-based commercial real estate company.

She is not registered nor has an application pending to register as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading advisor. Therefore, she does not receive commissions, bonuses or other compensation based on the sale of securities or other investment products, including that as a registered representative of a broker/dealer, and including distribution or service ("trail") fees from the sale of mutual funds.

Ms. Sargeant is also a standing member of the Financial Planning Association and Certified Financial Planning Board of Standards, Inc.<sup>2</sup>

#### **Item 5: Additional Compensation**

Ms. Sargeant is not compensated for advisory services involving performance-based fees nor does she accept or receive additional economic benefit, such as sales awards or other prizes, for providing advisory services to clients. She is not a senior executive of or insider to an issuer of a security.

#### **Item 6: Supervision**

The firm requires each associate to follow established processes as described in its Code of Ethics and procedural guidelines. The firm will monitor the advice that Ms. Sargeant may provide to a client by performing the following ongoing reviews:

- Account opening documentation when the relationship is established,
- Daily review of account transactions,
- Annual oversight of client financial situations, objectives, and investment needs,
- A review of client correspondence on an as needed basis, and
- Periodic office reviews.

Ms. Sasha Wright serves as the firm's Chief Compliance Officer and designated supervisor of its personnel. Questions relative to the firm, staff, its services, or this ADV Part 2B may be made to the attention of Ms. Wright at (800) 769-3504.

Additional information about the firm, other advisory firms, or associated investment advisor representatives is available on the Internet at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). A search of this site for firms or their associated personnel can be accomplished by name or a unique firm identifier, known as an IARD number. The IARD number for Heritage Financial Advisors, LLC is 154955. The business and disciplinary history, if any, of an investment advisory firm and its representatives may also be obtained by calling state securities division offices.

#### **Item 7: Requirements for State-Registered Advisors**

There have been neither arbitration awards nor any sanctions or other matters where Ms. Sargeant or her firm has been found liable in any civil, self-regulatory or administrative proceeding. Further, neither has the firm nor Ms. Sargeant been the subject of a bankruptcy petition.

<sup>1</sup> 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. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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, administered in 10 hours over a two-day period, 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); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- 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; and
- 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.

<sup>2</sup> Reference to a professional association membership does not imply an endorsement.