

## I. Cover Page

The name of our firm is Haven Wealth Group, LLC. It is located at 1111 North Loop West, Suite 1110, Houston, Texas 77008. The phone number for Haven Wealth Group (HWG) is 713-980-8820. The fax number is 713-980-8053. HWG can be found on it's internet website at [www.havenwealthgroup.com](http://www.havenwealthgroup.com). The date of writing of this brochure is February 25, 2013. Haven Wealth Group, LLC is a registered investment advisor. Registration does not imply a certain level of skill or training. This brochure has not been approved by the commission or any state securities authority.

Any questions concerning this brochure may be directed to us by phone at 713-980-8820 or by e-mail at [info@havenwealthgroup.com](mailto:info@havenwealthgroup.com).

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## **II. Material Changes**

Item 1 – Date of updated ADV form

Item 3 - Updated assets under management

Item 11.B - Full disclosure of client referral fees

Item 13.Full disclosure of client referral fees and other compensation

## **III. Advisory Business**

Haven Wealth Group, LLC provides investment management services to clients on a fully discretionary basis. Custody of assets is provided by separate, third party custodians. The clients currently have two custodians to choose from, Fidelity Investments or Moody Trust.

Services provided by Haven Wealth Group include the following:

Comprehensive and personalized investment strategy, including a review of all the client's financial documents, transitional strategies, and investment statements.

Asset allocation and portfolio construction using a disciplined, tax-efficient approach,

Security selection, investment monitoring, and periodic formal performance reviews.

Daily investment of principal and reinvestment of income.

Portfolio reallocation and rebalancing, as necessary.

Interviewing of clients to identify risk tolerances and liquidity needs.

Occasional accounting services and real estate management, as requested.

Haven Wealth Group invests in all asset classes, including: equities, fixed income, real estate, and alternative investments. The company currently has \$127 Million in assets under management.

## **IV. Fees and Compensation**

Haven Wealth Group charges a fee for the discretionary management of the client's accounts based on the total value of their assets under management. These fees are deducted monthly from the client portfolio and taken in arrears. For example, in February, a fee is taken for the period for January 1st to January 31st. Fees are subject to change. Clients will be notified in advance, in writing, of any change in fee schedules. The client's Investment Agency Contract may be terminated at any time at the client's discretion. The contract has no expiration date.

Below is the fee schedule applicable to all investment management accounts which utilize equity and fixed income securities. Fees are based on the value of the assets under management.

### **Haven Wealth Group Investment Management Fee Schedule**

<b>Portfolio Tiers</b>	<b>Annual Rate</b>
First \$2,000,000	1.25%

Next \$3,000,000	0.80%
Balances over \$5,000,000	0.50%
Portfolios over \$20,000,000	0.40%
Portfolios over \$50,000,000	Negotiable

Fees may be negotiable if there is a good business reason that offers justification. Fees are deducted monthly from the client's accounts. In addition to the investment management fee, all stock trades incur a transaction fee of \$0.05 to \$0.08 per share. Finally, the custodian may charge a per trade charge and/or a custody fee. These fees are different with each custodian and can be subject to change. Therefore, clients of Haven Wealth Group are given the choice of custody agents only after full disclosure of the various custody fees associated with their potential accounts.

Haven Wealth Group does not receive any direct compensation attributable to the sale of any security or other investment products, nor does the company's personnel receive any such compensation. The company does, however, receive "Soft Dollars" from their brokerage transactions that can be used for the purchase of research that benefits all of their client base. For a further explanation of "Soft Dollars", please see Item 12, Brokerage Practices in this brochure, which specifically addresses "Soft Dollars".

## **V. Performance-Based Fees and Side-By-Side Management**

Haven Wealth Group does not charge any performance-based fees nor does any supervised persons at the company manage accounts that charge performance based fees. HWG also does not participate in Side-by-Side Management

## **VI. Types of Clients**

Haven Wealth Group manages investments for high net worth individuals, foundations, pensions, and some corporations. The minimum relationship size is \$1,000,000, however the company will open accounts for individuals and entities with a lesser amount if there is a good prospect of obtaining additional funds in the near future. The relationship size is used by the company rather than the account size, as many individual investors have investments split between taxable accounts and tax-deferred accounts. The company also manages many family relationships which may include multiple accounts of various size for different family members.

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

Haven Wealth Group focuses on comprehensive financial planning and investment management. We use a values-based approach to craft investment plans with appropriate asset allocations tailored specifically to each client's individual financial needs and aspirations.

HWG utilizes an Absolute Return Investment Strategy. While all accounts are designed to meet individual cash flow needs and risk tolerances, we embrace the philosophy that portfolios should be designed to maximize returns during strong bull markets, while minimizing losses and protecting profits during bear markets. This does not mean that we can guarantee returns nor does it mean that we guarantee that a client avoids risk of loss, it just implies that we evaluate each day's market conditions to determine how assets should be allocated between all asset classes given any market condition. By utilizing this strategy, the company can take prompt action to reallocate portfolios during periods of market weakness.

Haven Wealth Group utilizes research from multiple sources to analyze risks, growth, and future expected returns of various investments. The company looks at both the fundamental and technical aspects of each investment and each industry in which they operate. Risk include, but are not limited to general market risk, company specific risk, and, with respect to bonds, interest rate risk. There are far too many factors that are beyond the control any investment advisor's decisions. Therefore, all investors need to understand that there is always a risk of loss that they should be prepared to bear.

Haven Wealth Group does not endorse "frequent trading" but allows market conditions and financial information concerning each investment to determine when trading occurs.

### **VIII. Disciplinary Information**

Haven Wealth Group does not have any legal or disciplinary event that is material to a client's (or prospective client's) evaluation of the integrity of the advisor or its management personnel. There are no disciplinary actions involving the firm, its management personnel, employees, partners, or any persons directly or indirectly controlling or controlled by the firm.

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

Haven Wealth Group has two qualified, third party custody relationships with Fidelity Investments and Moody Trust. These relationships allow for qualified, independent, third party custody of the client's all transactions, fees, and balances. In addition, they enable the client to keep up with there investments on a daily basis, if they so choose, by utilizing the custody agent's on-line systems. Finally, the custody relationship removes access of the client's money from the investment advisor. Therefore, the custody relationships are a positive for the clients and offer no conflict of interest.

In addition to the custody relationship with Moody Trust, Haven Wealth Group has a referral relationship with Moody National Bank, another financial industry affiliation. In this relationship, HWG has a fee arrangement with Moody National Bank to pay the bank 10% of the first year's fees for any investment management referral booked. These fees are paid to Haven Wealth Group 50% upon opening of the account and 50% at the end of one year. There is no conflict of interest in this relationship since the bank does not manage investments as a part of its custodial services. Therefore, this provides their clients an opportunity to invest with HWG as a third party investment manager. The client's referred to HWG by Moody Bank are offered the same type of investment manage services offered to any other clients. The referral arrangement with Moody National Bank also allows for HWG to receive 10% of the first year fees on any loan or account referrals it provides to the Bank. There is no conflict of interest in this arrangement as HWG does not initiate loans or offer checking accounts of any kind to its clients. In addition, the Moody National Bank makes the relationship decisions on these referrals the same way they make any of their other relationship decisions.

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

A. **Haven Wealth Group, LLC  
Code of Ethics**

All employees of Haven Wealth Group, LLC will conduct themselves with integrity and dignity and act in an ethical manner in dealing with the public, clients, customers, employers, employees, and fellow analysts.

All employees will conduct themselves and will encourage others to practice financial analysis in a professional and ethical manner that will reflect credit on themselves and his/her profession.

All employees will act with competence and will strive to maintain and improve his/her competence and that of others in the profession.

All employees will use proper care and exercise independent professional judgment.

(A copy of HWG's Code of Ethics is available on request.)

B. **Participation or Interest in Client Transactions**

Haven Wealth Group and all related persons do not, will not, and have never bought or sold any securities for client accounts in which they have any material interest.

C. **Personal Trading**

Haven Wealth Group manages portfolios for the benefit of Haven Wealth Group employees in addition to those of its clients. Therefore, Haven Wealth Group advisory personnel do invest in the same securities that it recommends to clients. To avoid any conflicts of interest where employee portfolios could receive favorable treatment, the following procedures are followed: Trades for employee portfolios are made at the same time as trades for client portfolios. These trades are typically "blocked" together so that all portfolios receive the same buy or sales price. In the event individual trades are made on a date when there are no block trades, these trades must be pre-approved by either the compliance officer or one of the partners of the firm. Quarterly statements are also maintained and reviewed for all employee portfolios. The specific intent for this approval process is to make sure that management is informed of personal trading and that no front-running occurs.

## **XI. Brokerage Practices**

A. **Soft Dollar Practices**

When considered directly beneficial to the firm's clients, Haven Wealth Group maintains soft dollar contracts with some broker dealers for the exclusive purpose of obtaining investment research. The research is used solely in the investment decision-making process on behalf of it's clients to help establish a reasonable return on investment and is considered to be for the direct benefit of all of it's clients.

The type of soft dollar research used by HWG includes but is not limited to: (1). Research that tracks both fundamental and technical information about industries, companies, and graphic comparisons of industries and companies. This research also provides historical pricing, earnings, growth, and volume numbers required by HWG to make sound investment decisions on behalf of all of it's clients. (2). Research that tracks daily, weekly, monthly, year-to-date, and annual returns of various types of investments, industries,

and sectors and allows for comparisons. This research also allows for calculation of client returns on both an individual investment basis, a portfolio basis, and a firm composite basis. It offers the opportunity for graphic comparisons of all of this information. (3.) Research that provides fundamental information about the overall economy, both domestic and foreign, the equity, bond, and commodity markets, the housing industry, jobs and employment trends, currency fluctuations, etc. This information is supplied and updated continuously and comes complete with graphs and economic disclosures. In addition to using this information in decision making, it is a helpful tool in providing information to clients in their investment reviews that show why investment decisions were made in their portfolio. Soft dollar research providers include Factset, William O'Neill Institutional Services, and Davis Mendell.

HWG benefits from using Soft Dollars because the firm does not have to produce or pay for the research or other products or services acquired with soft dollars. Since all research provided by Soft Dollars is for the benefit of all clients and is necessary for the decision-making process of HWG in managing client portfolios, there is no conflict of interest resulting from the use of Soft Dollars for research. Brokers are not selected based on receiving Soft Dollar benefits. HWG does not require any client to pay more than the lowest available commission rate in exchange for Soft Dollar products or services.

**B. Client Referrals**

Haven Wealth Group does not use client brokerage to compensate or otherwise reward brokers for client referrals. As mentioned in Item 10 concerning Other Financial Industry Activities and Affiliations, HWG has a referral relationship with Moody National Bank (see Item 10 for complete disclosure). Other than Moody National Bank, the other client referral relationships at HWG are Richard Wiesner, Gerald Wiesner, and Will Gaston. These relationships pay 10% of the first year fees for a "booked" client referral, payable 50% at the time the account is funded and 50% after the one year anniversary of the funding of the account. All payments of these referral fees come from the investment management fees recorded by the firm.

**C. Directed Brokerage**

Haven Wealth Group does not engage in directed brokerage relationships for clients.

**D. Trade Aggregation**

Haven Wealth Group is not too large enough for trade aggregation to affect brokerage fees. It is used by HWG when rebalancing portfolios or buying or selling all of one security to allow for all clients to receive an average price. However, single trades provide the same brokerage fees as with trade aggregation.

## **XII. Review of Accounts**

Haven Wealth Group schedules relationship reviews and financial reviews on all accounts at least annually. On larger accounts, meetings are held more often, either semi-annually or quarterly, depending on the client's needs and desires. In addition, client relationship meetings are held whenever a client has a request or wants to discuss his or her portfolio. These reviews are normally held by both partners of the firm. In the event one of the partners is not available, the other partner will conduct the review. However, there is always at least one partner conducting the reviews. No other employees conduct client reviews at this time.

## **XIII. Client Referrals and Other Compensation**

As mentioned in Item 12 concerning Client Referrals, Haven Wealth Group has a referral relationship with Moody National Bank. In this relationship, HWG has a fee arrangement with Moody National Bank to pay the bank 10% of the first year's fees for any successful referral booked. These fees are paid 50% upon account funding and 50% after completion of one year with HWG. There is no conflict of interest in this relationship as the bank does not manage investments as a part of its financial services, therefore this provides their clients an opportunity to invest with HWG as a third party. The client's referred to HWG by Moody are offered the same type accounts offered to any other clients. The referral arrangement with Moody National Bank also allows for HWG to receive 10% of the first year fees on any loan or account referrals it provides to the bank. There is no conflict of interest in this arrangement as HWG does not initiate loans or offer checking accounts of any kind to its clients. In addition, the Moody National Bank makes the relationship decisions on these referrals the same way they make any of their other relationship decisions.

In addition to the bank referral fees, HWG may from time to time offer a contest for a trip for two to the employee of Moody National Bank that refers the most business for a specific period of time. This trip includes airfare, room, and transportation for a specific number of nights depending on the size of the referrals. This is not a conflict of interest as the referrals are sanctioned by the bank which has a referral relationship with HWG and us thus part of their referral program.

Other than Moody National Bank, the other client referral relationships at HWG are with Richard Wiesner, Gerald Wiesner, and Will Gaston. These relationships pay 10% of the first year fees on a client referral, payable 50% at the time the account is funded and 50% after the one year anniversary of the account. All of the payment of these referral fees in these cases come from the investment management fees recorded by the firm.

HWG does not receive any benefits from a third party for providing advisory services to a client.

Other Compensation - Haven Wealth Group does a small amount of booking and/or real estate management as requested by clients. HWG receives a fee for these services based on the degree of involvement in this activity. This represents only a very small portion of the income of HWG.

#### **XIV. Custody**

As disclosed in Item 10, Haven Wealth Group has two qualified, third-party custody relationships with both Fidelity Investments and Moody Trust. These relationships allow for qualified, third party custody of client's assets, as well as providing qualified, third party reporting of asset valuation and generation of monthly statement reporting of all transactions, fees, and balances. All clients should carefully review these account statements they receive from the independent custodian. In addition, the custodians enable the client to monitor their investments on a daily basis, if they so choose, by utilizing the custody agent's on-line systems. Finally, the custody relationship removes direct access of client's money from the investment advisor. Therefore, the independent third party custodial relationships are a positive for the clients and offer no conflict of interest.

#### **XV. Investment Discretion**



As mentioned in Item 4, Haven Wealth Group provides investment management on a fully discretionary basis. If the client has any limitations that they wish to impose on HWG, they note these in the Investment Policy Statement that they sign when they open the relationship. These notes are placed in either the Restriction Section or the Special Circumstances Section depending on the limitation.

## **XVI. Voting Client Securities**

Haven Wealth Group gives clients the option to either vote their own proxies or the Firm will proxies on behalf of the client. It is our policy to vote with the recommendations of the Board of Directors unless the interests of shareholders are clearly at risk. Haven Wealth Group has no conflicts of interest in its proxy voting process in that it has no affiliation with any publicly listed companies.

When we receive proxies, we access the the following website: <https://central.proxyvote.com/pv/web.do>. Our firm typically monitors corporate events to be voted on, and exercises it's proxy voting authority. We are currently rely on the EDGAR system to record historical proxy votes instead of keeping our own paper copies of proxy votes.

Haven Wealth Group will provide copies of proxy votes and the procedures for proxy voting to all clients upon request.

## **XVII. Financial Information**

Haven Wealth Group does not require prepayment of fees on their services. As mentioned previously, all investment management fees are paid monthly in arrears. Therefore, no financial information is given to the clients. However, there is no financial condition reasonably likely to impair HWG's ability to meet contractual commitments to clients.