

Heirloom Investment Management LLC

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Form ADV, Part 2A Brochure

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This brochure provides information about the qualifications and business practices of Heirloom Investment Management LLC (“HIM”). If you have any questions about the contents of this brochure, please contact us at 302-261-5318 or queries@heirloominvesting.com

The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority. HIM is registered with the SEC as an investment adviser. Registration as an investment adviser does not imply any level of skill or training. Additional information about HIM is also available at the SEC’s website www.adviserinfo.sec.gov.

Item 2 – Material Changes

This Brochure represents the initial filing of Form ADV Part 2 filed with HIM's request for registration with the Commission filed in August of 2015.

Pursuant to new SEC rules, we will ensure that you receive an updated Brochure or a summary of any materials changes to the Brochure within 120 days of the end of our fiscal year. We may further provide to you, without charge, disclosure information regarding material changes to our business during the fiscal year as necessary.

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Item 4 – Advisory Business

A. Firm and Principal Owners

Heirloom Investment Management LLC (“HIM” or “the Advisor”) is a privately-held investment advisor founded in 2015. It is a Delaware Limited Liability Corporation, with its sole member being Geoff Dover, the firm’s President and Chief Investment Officer.

B. Advisory Services

HIM is an investment adviser registered with the SEC under the Investment Advisers Act of 1940 (“Advisers Act”). The terms of such advisory services, including any restrictions on investments in certain types of securities, are established by the firm, as modified through negotiations with clients, and as set forth in each client’s advisory agreement. Investment guidelines and restrictions are determined jointly by HIM and each client at the onset of the relationship. Clients can engage HIM to manage all, or a portion of, their assets on either an advisory or a discretionary basis.

The primary focus of the Advisor is managing the whole portfolio of its clients. All of HIM’s clients are “accredited investors” as defined under Rule 501 of the Securities Act of 1933, as amended. As such, HIM recommends, or directs, its clients to invest in all types of securities, including domestic and international equity securities, fixed income securities, pooled investment vehicles, managed accounts, private placements, real estate, currencies, direct loans, commodities, structured products and various derivative instruments.

C. Tailoring Advisory Services to Individual Needs

HIM tailors its advisory services to the individual needs of its clients, and will only recommend or direct investments that are consistent with each client’s investment objectives and risk tolerances. The firm consults with clients initially and on an ongoing basis to determine risk tolerance, time horizon and other factors that may impact the clients’ investment needs. HIM ensures that clients’ investments are suitable for their investment needs, goals, objectives and risk tolerance. HIM is responsible for originating and recommending investment opportunities to clients, monitoring, evaluating and making recommendations regarding timing and manner of disposition of investments and other services as the clients may reasonably request.

D. Wrap Fee Programs

HIM does not participate in wrap fee programs.

E. Assets Under Management

HIM is a newly-registered firm, and at the time of registration it does not have any assets under Management or Advisory. At the time of registration, the firm had a reasonable expectation that within 120 days of registration it would acquire the necessary assets to be eligible for SEC registration.

Item 5 – Fees and Compensation

A. Compensation for Advisory Services

HIM negotiates advisory fees with each individual clients based upon a number of factors, including the size of the client's asset base and whether the account is an advisory or discretionary mandate. Typically the firm's fees consist of a Management Fee and a Performance Fee. The Management Fee is paid quarterly based upon a percentage of the client's asset base, with such fee being 0.50% per year for the firm's typical client.

B. Payment for Fees Incurred

The Management Fee is payable quarterly by the client, with the client being billed directly for such fees at the beginning of each quarter, based on the client's asset base as at the end of the preceding quarter. The Performance Fee is payable at the end of the first calendar quarter, based upon the performance of the client's account for the period ending the preceding calendar year.

C. Other Fees and Expenses

HIM does not charge any other fees to its clients, though it does pass on to the client any direct, third-party costs incurred for the evaluation, diligence, negotiation and execution of investments. Such costs include, but are not limited to, service providers such as legal counsel, tax advisors, accountants, diligence experts, etc. in particular related to direct investments in companies.

In addition, clients are likely to incur a number of expenses directly, including custodial fees, brokerage fees, accounting, tax preparation and other transaction costs which are not included in HIM's fees.

D. Payment of Fees In Advance

HIM charges Management Fees at the start of each quarter for services provided during the upcoming quarter. The Advisor charges Performance Fees for the preceding calendar year at the end of the first calendar quarter.

E. Compensation for Sale of Securities and Other Investment Products

HIM does not accept compensation for the sale of securities or other investment products.

Item 6 – Performance Based Fees and Side-by-Side Management

HIM charges performance-based fees on its client accounts based on a negotiation with each client individually. HIM will structure any performance or bonus incentive fee arrangement subject to Section 205(a)(1) of the Investment Advisers Act of 1940 (the Advisers Act) in accordance with the available exemptions thereunder, including the exemption set forth in Rule 205-3.

The performance-based fee is based on a combination of a profit-percentage, and a bonus system based on the achievement of client goals and milestones. The profit-percentage is based on the profits generated in the client's account and is payable annually. Profit-percentage fees are subject to a "high water mark," which means that HIM will only receive such fees from an account when its value is greater than the previous greatest value at which profit-percentage fees were paid (adjusted for changes in the amount of the client's capital invested in the account).

The bonus fee is paid out based on a system to be negotiated with each client, subject to the achievement of client goals and milestones. The achievement of these goals and milestones are typically

reviewed with the client, and the amount of the bonus fee to be paid is calculated based upon a mutually-agreed calculation of HIM's contribution to the achievement of these goals for the year.

The profit-percentage and the bonus fees are negotiable with each client, but typically they aggregate to 0.50% of the client's asset base assuming expected performance is delivered by the firm. In cases of below-expected performance it is expected that the firm's total fees will be less than the fees the client would have paid to a fee-only manager, but in cases of exceptional performance, it is expected that HIM's total fees paid by the client will be greater than they would have been had the client chosen a fee-only manager.

Item 7 – Types of Clients

HIM provides discretionary and non-discretionary investment advice to separate accounts. Separate account clients include high net worth individuals, however it may also include, pension plans, endowments, foundations, corporate business entities, trusts. HIM's minimum account size is \$30,000,000 in assets under management for each separate account.

All of HIM's clients are "accredited investors" as defined under Rule 501 of the Securities Act of 1933, as amended.

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

A. Investment Strategies

HIM uses fundamental research to identify attractive investment themes based on long-term, low-risk, secular trends, and invests in a broad spectrum of securities that stand to benefit from these themes. The strategy is focused on wealth preservation, while earning higher levels of returns than warranted by the associated investment risk level.

In choosing individual investments, HIM prioritizes those that have the purest exposure to the theme in which it intends to invest. This reduces the amount of unintended risk. Next, HIM prefers liquidity, as there is value in controlling the time of investment exit. These factors are measured against the cost differential between the securities available for investment, and the optimal combination is chosen for investment.

This results in much of HIM's investments being via investment funds, with a preference for lower-cost pooled funds, though when these aren't available, higher-cost privately placed funds will be used.

HIM regularly invests in publicly-listed equity and debt securities, though generally this is to replicate an unavailable investment fund, or when doing so would allow for similar exposures at a lower cost. Direct private company investment is something that HIM will undertake where it has specific insight into the company or industry, or where similar theme exposures are not available through more liquid means.

Derivatives and structured products are used primarily for risk mitigation, although HIM will use long-term, low-leverage forms where it feels they are the best method of accessing a theme.

B. Material Risks of Investment Strategy

In addition to the security-specific risks (Section 8C), HIM's clients could sustain a material negative return on their capital due to the application of HIM's investment strategy to their portfolios. These risks include, but are not limited to:

Misidentification of attractive investment themes: The success of HIM's investment strategy relies on its ability to identify attractive, long-term, low-risk secular trends. There is a risk that HIM's fundamental research will lead it to believe that a certain trend, event, or theme will occur, which in fact does not. Poor returns could result from a misidentified theme that does not occur, while material negative returns could result from the opposite occurring. For example, HIM may identify a theme that the world's population of people aged more than 65 years old is growing quickly, and invest client assets in securities that stand to benefit; if it comes to pass that the number of people aged 65+ does not grow, then client returns against this theme may be low, while if the number of people aged 65+ begins to decline, then client returns could be negative.

Mismeasurement of return drivers: After identifying an attractive theme in which to invest, HIM must identify the securities that stand to benefit from the continuation of this theme. It does this by decomposing investments into their component return drivers, and identifying which securities have their returns most closely linked to the continuation of the theme. HIM will then attempt on a portfolio level to hedge the exposure to return drivers that it does not wish its clients to be exposed to. It is difficult to measure all of the various return drivers of an investment, and should HIM analysis provide a poor measure of the components of an investment's return, its clients could suffer poor or materially negative returns on their investment portfolio. For example, HIM may identify that hospitals, in aggregate, derive 45% of their return from the number of people aged 65+, 35% of their return from the general state of the domestic economy and 20% of their return from the political/regulatory environment under which they operate. If, in fact, the number of people aged 65+ only determines 40% of the return of hospitals in aggregate, the general state of the domestic economy determines 20% of the return, and the political/regulatory environment determines 40% of the return, then it is possible that a poor or negative return will result to HIM's clients.

Insufficient diversification: To protect clients against the above two risks, a fundamental component to HIM's strategy is to ensure broad diversification of client investments across macro factors and across security types. In addition, HIM applies a principle of diversification within each theme to protect against idiosyncratic risks in the selection of specific investment securities. It is possible that HIM's clients could sustain poor, or negative returns in the event that HIM does not sufficiently diversify their investments across themes and within themes. For example, if HIM invested half of a client's assets into the theme of an aging population, then the misidentification of this as an attractive investment theme is more likely to result in the portfolio performing poorly or negatively than had HIM limited the investment in this one theme to a smaller number. Alternatively, if HIM successfully identified an attractive theme, but invested in an insufficiently broad number of investment securities that were expected to benefit from the occurrence of this theme, then it is possible that idiosyncratic factors such as fraudulent activity, counterparty risk, key man risk, or other similar factors that would be diversified away in a broad portfolio, may result in the return against the positively-returning theme to be poor or negative.

C. Material Risks of Investing in a Particular Type of Securities

Market Risk: HIM invests in securities and the prices of those securities can go up or down. The prices of these investments can fluctuate for various reasons, including the state of the economy, political and social developments, and general market conditions, including conditions in markets unrelated to the market in which the affected security belongs. HIM attempts to reduce this risk through broad diversification, but it is possible that factors effecting one market may affect other markets as well, reducing the ability of diversification to mitigate these risks.

Equity Risk: Equity ownership such as common shares, whether listed or unlisted, give the holder part ownership in a company. The value of an equity security changes with the fortunes of the company that issued it. General market conditions and the health of the economy as a whole can also affect equity prices. Equity-related securities that provide indirect exposure to the equity securities of an issuer, such as convertible debentures or options, can also be affected by equity risk. Present economic conditions may adversely affect global companies and the pricing of their securities. Further continued volatility or illiquidity could impair materially the profitability of these issuers.

Credit Risk: Bonds carry the risk of default. Companies or individuals may be unable to make the required principal and interest payments on their debt obligations. Investments in bonds and debentures expose a client to the credit risk of the underlying issuer including risk of default on interest and principal and the risk that the credit ratings of such issuers may be downgraded in certain circumstances. Certain of the bonds and debentures may be regarded as predominantly speculative with respect to the issuers' continuing ability to meet principal and interest payments. They may be more susceptible to real or perceived adverse economic and competitive industry conditions than higher rated securities. The markets on which lower rated bonds and debentures are traded may be less liquid than the markets for investment rated securities. During periods of thin trading in these markets, this spread between bid and ask prices is likely to increase significantly and a client may have difficulty selling such securities.

Interest Rate Risk: If interest rates rise, fixed-income investments such as treasury bills and bonds prices decline. The longer a bond's maturity, the greater the impact a change in interest rates can have on its prices. If a bond is not held until maturity there may be a gain or loss when the bond is sold. On the other hand, they tend to rise when interest rates are falling. Longer-term bonds and strip bonds are generally more sensitive to interest rate changes.

Currency Risk: The risk that an investment's value will be affected by changes in exchange rates. For example, if money must be converted into a different currency to make a certain investment, changes in the value of the currency relative to the base currency (i.e. U.S. or CAD dollar) will affect the total loss or gain on the investment when the money is converted back. This can add volatility to a portfolio that purchases securities denominated in foreign currencies.

Governance Risk: There may be a greater risk of loss from investments made in the securities of issuers with poor governance standards because there may be less, or lower quality information available about them, or they may be more prone to instances of fraud. These include governance risks related to the country in which the issuer maintains its assets. In certain countries, legal remedies available to investors may be limited.

Derivative Risk: From time to time HIM may use derivatives for both hedging and non-hedging purposes. When using derivatives for hedging purposes, HIM seeks to offset or reduce a specific risk associated with all, or a portion, of an existing investment or position, or group of investments or positions. HIM's hedging activity may therefore involve the use of derivatives to manage interest rate risk; reduce a client's exposure to underlying return factors; and enhance liquidity. HIM may also use derivatives for non-hedging purposes to gain exposure to underlying return factors, such as individual securities, indices, currencies, commodities, market sectors, and financial concepts such as volatility, without having to invest directly in such underlying interests; to reduce transaction costs; and to expedite changes to the Client's investment portfolios.

Liquidity Risk: In some cases, there is a possibility that a security will not be able to be sold, or will require a material discount to fair value in order to be sold. Some securities are illiquid because of legal restrictions, the nature of the investment itself, settlement terms, there being a shortage of buyers, or other reasons. For example, during the financial crisis of 2007-2008, many previously liquid markets for asset-backed securities suddenly became illiquid due to the lack of interested buyers. In some cases only steep discounts to the fair market value of the assets could result in their sale, while in some other cases even very steep discounts would not generate sufficient buyer interest.

Regulatory Risk: Certain companies are subject to the laws, regulations and policies of regulatory agencies, which may have an impact on revenue. At times, governmental permits and approvals are required prior to commencing projects. Any delay or rejection of these proposed plans would hinder the company's growth projections.

Sectoral Risk: HIM may concentrate their investments in a certain sector or industry in the economy. This allows HIM to focus on that sector's potential, but it also means that they are riskier than investment strategies with broader diversification. Because securities in the same industry tend to be affected by the same factors, sector-specific investment strategies tend to experience greater fluctuations in price. These investment strategies must continue to follow their investment objectives by investing in their particular sector, even during periods when that sector is performing poorly.

Item 9 – Disciplinary Information

HIM is required to disclose the facts of any legal or disciplinary events that are material to a client's evaluation of its advisory business or the integrity of management. HIM is not subject to any legal or disciplinary events, and does not have any required disclosures to this Item.

Item 10 – Other Financial Industry Activities and Affiliations

HIM is required to disclose any relationship or arrangement that is material to its advisory business or to its clients with certain related persons. HIM is an independent investment advisor that earns its revenue solely from Advisory Fees, and as such does not have any required disclosures to this Item.

A. Broker-dealer Registration

Neither HIM nor any of its management persons is registered or has an application pending to register as a broker-dealer or a registered representative of a broker-dealer.

B. Registration as a Futures Commission Merchant, Commodity Pool Operator or a Commodity Trading Advisor.

Neither HIM nor any of its management persons is registered or has an application pending to register as a futures commission merchant, commodity pool operator or a commodity trading advisor.

C. Material Relationships

There are no Material Relationships that need disclosure.

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

A. Code of Ethics

HIM has adopted a written Code of Ethics (the “Code”) designed to address and avoid potential conflicts of interest as required under Rule 204A-1 of the Investment Advisers Act of 1940, as amended (the “Rule”).

The Code requires that employees:

- Act with integrity, competence, diligence, respect, and in an ethical manner with the public, investors, employers, employees, colleagues in the investment profession, and other participants in the global capital markets;
- Place the integrity of the investment profession and the interests of investors along with the Private Funds above their own personal interests;
- Adhere to the fundamental standard that employees should not take inappropriate advantage of their position;
- To the extent practicable, avoid or disclose any conflicts of interest that are material to clients;
- Conduct all personal securities transactions in a manner consistent with the Code;
- Use reasonable care and exercise independent professional judgment when conducting investment analysis, making investment recommendations, taking investment actions, and engaging in other professional activities;
- Practice and encourage others to practice in a professional and ethical manner that will reflect favorably on employees and the profession; and
- Abide by the requirements contained in the Investment Advisers Act of 1940, as amended, and rules thereunder, as well as applicable provisions of the securities laws.

HIM has adopted a Code of Ethics applicable to all employees. Upon employment and annually thereafter, all employees must read the Code of Ethics and sign an acknowledgment that they understand and agree to comply with its provisions. The Code of Ethics requires employees to place the clients’ interests first at all times and states that the firm owes an undivided duty of loyalty to the clients. A copy of HIM’s Code of Ethics is available upon request.

B. Securities in Which HIM or a Related Person has a Material Financial Interest

HIM does not recommend to clients, or buy or sell for client accounts, securities in which it has a material financial interest.

C. Investments by HIM and Related Persons in the Same Securities Recommended to Clients

HIM has adopted policies and procedures covering employee securities trading. Employees must receive approval before trading in certain securities. In order to prevent employees from personally benefiting from investment recommendations which are under consideration for, or which have been made for a client, approval will not be granted if the security is currently under consideration or a trade is pending.

D. Simultaneous Purchases and Sales of Securities by Clients and HIM or a Related Person.

See 11.C.

Item 12 – Brokerage Practices

A. Selecting or Recommending Broker-Dealers for Client Transactions

HIM's choice of a broker or dealer to effect transactions presents a potential conflict of interest. HIM may use any broker or dealer in the purchase and sale of securities on behalf HIM's Clients.

In selecting an appropriate broker-dealer to effect a client investment, HIM seeks to obtain best execution, taking into consideration the price of a security offered by the broker-dealer, as well as a broker-dealer's full range and quality of their services including, among other things, their facilities, reliability and financial responsibility, execution capability, commission rates, responsiveness to HIM, brokerage and research services provided to HIM (e.g., research ideas, analysis, and investment strategies), special execution and block positioning capabilities, clearance, and settlement and custodial services. In all cases, HIM will choose the broker-dealer that it believes will result in the best outcome for HIM's client, and will not consider any factor that may be beneficial to HIM beyond serving its client.

Research and Other Soft Dollar Benefits

From time to time, HIM may pay broker-dealer commissions (or markups or markdowns with respect to certain types of riskless principal transaction) for effecting account transactions for Clients in excess of that which another broker-dealer might have charged for effecting the transaction in recognition of the value of the brokerage and research services provided by the broker-dealer.

While HIM does not currently have any soft dollar arrangements in place with any brokers, it will effect such transactions, and receive such brokerage and research services, only to the extent that they fall within the safe harbor provided by Section 28(e) of the Securities Exchange Act of 1934 and subject to prevailing guidance provided by the SEC regarding Section 28(e). HIM believes it is important to its investment decision-making processes to have access to independent research, and it will use its best judgement in weighing whether the value of any access to research will benefit its client in greater amount than the additional cost of any brokerage and research services.

Generally, research services provided by broker-dealers may include information on the economy, industries, groups of securities, individual companies, statistical information, accounting and tax law interpretations, political developments, legal developments affecting portfolio securities, technical market action, pricing and appraisal services, credit analysis, risk measurement analysis, performance analysis, and analysis of corporate responsibility issues.

Such research services are received primarily in the form of written reports, telephone contacts, and personal meetings with security analysts. In addition, such research services may be provided in the form of access to various computer-generated data and meetings arranged with corporate and industry spokespersons, economists, academicians, and government representatives. In some cases, research services are generated by third parties but are provided to HIM by or through broker-dealers.

Brokerage for Client Referrals

From time to time, clients may ask us to assist in choosing broker-dealers to provide brokerage services. We maintain information on broker-dealers who provide brokerage services and will, at the client's request, assist the client in choosing a provider, usually in a competitive process that would typically be based upon a combination of pricing, best execution, capabilities, and the quality of services being provided. Final selection of the broker-dealer would be at the sole and absolute discretion of the client. HIM does not receive compensation from any broker-dealer based on a client selecting that particular broker-dealer.

Directed Brokerage

HIM does not direct brokerage in exchange for referrals from broker-dealers.

B. Aggregating Purchase and Sale of Securities for Various Client Accounts.

Orders for the same security entered on behalf of one or more clients will generally be aggregated (i.e., blocked or bunched) subject to the aggregation being in the best interests of all participating clients. Each client participating in aggregated order would receive the average price and pay a pro-rata portion of commissions and any other expenses associated with the transaction.

Item 13 – Review of Accounts**A. Periodic Review of Accounts**

HIM's investment professionals are responsible for the daily monitoring of accounts performed to verify client transactions and compliance with clients' investment guidelines and restrictions.

B. Review Triggers

HIM's investment professionals review each client's investments on a regular and continuous basis. In addition to formal quarterly reviews, HIM will review client portfolios in response to significant events that may impact client accounts.

C. Reports to Clients

Clients receive confirmations of purchases and sales and monthly/quarterly account statements from the custodian maintaining their account(s). In addition, Clients are furnished with an appraisal of their portfolio assets by HIM at the end of each calendar, or more frequently. Additional reports relative to account performances and transactions are provided on a client by client basis as needed or requested.

Item 14 – Client Referrals and Other Compensation**A. Economic Benefits for Providing Investment Advice or Other Advisory Services**

Other than the Fees disclosed in Items 5 and 6, and brokerage/research benefits disclosed in Item 12, HIM does not receive economic benefits for providing investment advice or other advisory services to clients.

B. Compensation for Client Referrals

HIM does not directly or indirectly compensate any person for client referrals.

Item 15 – Custody

HIM does not have custody of client funds or securities. Assets are held at various custodians chosen by each client. Certain clients allow us, or direct us, to directly debit advisory fees from their accounts. As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account.

Item 16 – Investment Discretion

Certain clients grant HIM complete discretion over the selection and amount of securities to be purchased or sold for their account without obtaining their prior consent or approval. However, HIM's investment authority may be subject to specified investment objectives, guidelines and/or conditions imposed by the client. For example, a client may specify that a specific amount of cash remain in the account at all times, or that HIM must not invest in certain types of securities, sectors or geographies.

Item 17 – Voting Client Securities

To the extent that any Client holds voting securities, HIM is generally granted authority to direct the voting of such securities. HIM may have limited voting rights attributable to publicly traded securities, however, HIM may have broad voting authority on a wide range of matters affecting these privately held issuers. HIM votes such interests in the economic interests of the applicable Client. When voting securities, HIM considers relevant facts, which may include, among many others, the impact on the value of the securities, the anticipated economic and non-economic costs and benefits associated with a proposal, the effect on liquidity, and customary industry and business practices. HIM may decline to vote proxies when HIM determines that the cost of voting the proxy exceeds the expected benefit to the Client. Clients will be provided a copy of HIM's proxy voting policies and procedures upon request.

Should HIM identify a potential conflict of interest when evaluating a proxy, HIM will review the conflict in an attempt to mitigate the conflict and ensure that all proxies are voted in the best interest of each Client. HIM will maintain documentation of all factors considered when voting proxies where a potential conflict exists to provide evidence that these votes have been made in the best interest of HIM's Clients.

Item 18 – Financial Information

HIM does not require or solicit prepayment of fees six months or more in advance and is not subject to any financial condition that is reasonably likely to impair its ability to meet contractual commitments to provide on-going advisory services to clients.