

# ESG Planning DBA Harper Investing

## Form CRS—ADV Part 3

February 21, 2024

### INTRODUCTION

**ESG Planning doing business as Harper Investing** (“Harper”, “we”, “our”, or the “Adviser”) is registered with the United States Securities and Exchange Commission (“SEC”) as an investment adviser. Harper does not provide brokerage services. Services provided by investment advisors and brokerage firms differ, including fees, and it is important for retail investors (“you”, “your”) to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisors, and investing.

### RELATIONSHIPS AND SERVICES

#### *What investment services and advice can you provide me?*

**Portfolio Management Services.** If you engage us, Harper provides portfolio management services to clients based on their individual needs through separate accounts. We construct tailored investment portfolios by assessing each client's personal financial situation. Clients are assigned to an investment adviser representative (“IAR”) and each IAR meets with clients to consider their investment objectives, risk tolerance, tax considerations, time horizons, cash flow needs, and other personal preferences when designing an investment portfolio. Based on information gathered by clients during meetings, the IAR will provide personalized advice, including recommending portfolio asset allocations and target weights among certain asset classes. Asset allocations will vary depending upon a client's level of risk and their ability to withstand losses. Once a portfolio is constructed for the client, Harper employs periodic portfolio reviews and portfolio rebalancing while also considering tax implications. Material changes in a client's financial situation, risk tolerance, and/or market conditions may trigger portfolio reviews and trade executions to rebalance portfolio asset allocations back to assigned target weights for each asset class. Harper will have discretion to determine the securities to buy or sell within client portfolio accounts. Harper also offers non-discretionary investment advisory services upon request.

**Financial Planning Services.** Harper, through its IARs, also provide clients financial planning services, which involves an evaluation of a client's current and future financial position by using currently known factors, such as assets, debts, and sources of income and expenses to predict future cash flows, valuation of assets, and timing of withdrawals. Financial plans may include retirement planning, estate planning, college planning, debt management and risk management. Financial plans also include recommendations made by IARs for clients to engage in 1) the structuring of tax saving strategies, 2) real estate loan originations and refinancing, and 3) the acquisition of life insurance and other insurance products such as fixed annuities. Harper and its IARs are compensated with commissions and or other fees with regard to the aforementioned recommendations, and therefore, raises conflicts of interests, as described more fully below. We do not offer proprietary investment products however may recommend insurance products and fixed annuities offered through an insurance agency affiliate as part of your financial plan.

**For additional information,** please see items 4 and 7 of our Form ADV Part 2A Brochure.

#### **Conversation starters.** Ask your financial professional:

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- How will you choose investments to recommend to me?
- What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?

### FEES, COSTS, CONFLICTS AND STANDARD OF CONDUCT

#### *What fees will I pay?*

**Advisory and Aggregated Reporting Service Fees.** Harper charges clients Management Fees, monthly or quarterly, in advance, based on a percentage of all assets under management (which could be held in one or more accounts) as of the last business day close of the prior relevant billing month or quarter. The Management Fee is calculated pro rata, and payable monthly or quarterly, and range between 0.75% to 1.35% of the total assets managed for each client account. Harper does not accept performance-based fees; however, certain investment offerings recommended by the firm may assess investors such fees. Management Fees are generally negotiable, and the agreed upon fee arrangement is memorialized in the client Investment Advisory Contract. Clients must pay Harper Management Fees monthly or quarterly in advance. Either party can terminate the Agreement prior to the billing period end. Refunds for fees paid in advance but not yet earned will be refunded on a prorated basis.

**Financial Planning Fees.** Clients are not charged for the creation of a financial plan.

**Other Fees.** You may incur additional fees and expenses on your investments such as: custodial account maintenance fees, fees and expenses related to mutual funds (including 12b-1 distribution fees) or exchange traded funds and other transactional fees and product level fees.

*You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.*

For additional information, please see Items 5 in our ADV Part 1 and Item 5 of our Form ADV Part 2A Brochure.

**Conversation starters.** Ask your financial professional:

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

***What are your legal obligations to me when acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?***

When we act as your investment advisor, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice, we provide you. Here are some examples to help you understand what this means:

Certain IARs of Harper receive compensation such as commissions and/or fees from Harper's affiliate insurance agency for the sale of recommended insurance products and annuities to clients. Certain Harper IAR(s) serve as a Real Estate Salesperson and Notary Public. Harper recommends its clients obtain real estate loan and notary services provided by the firm's insurance affiliate for which Harper's IAR(s) may receive compensation from the loan broker or in exchange for furnishing notary services. Harper may also refer clients to real estate agents from which Harper's affiliate insurance agency and/or Harper IAR(s) receive a referral fee. This presents a conflict of interest because Harper has an incentive to recommend products and services through its affiliate insurance agency and certain estate agents since Harper and/or its IAR(s) receive compensation. Clients are under no obligation to utilize any products or services provided by Harper's affiliate insurance agency or recommended real estate agents.

For additional information regarding our conflicts of interest, please see our Form ADV Part 2A Brochure.

**Conversation starters.** Ask your financial professional:

- How might your conflicts of interest affect me, and how will you address them?

***How do your financial professionals make money?***

Our financial professionals or investment advisor representatives ("IARs") receive a base salary and bonus based on both individual and firm performance factors including the amount of client assets they service. The receipt of the compensation linked to client assets creates a conflict of interest as it could incentivize our professionals to encourage you to increase the assets in your account.

## DISCIPLINARY HISTORY

***Do you or your financial professionals have legal or disciplinary history?***

No. Please visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our financial professionals and us.

**Conversation starters.** Ask your financial professional:

- As a financial professional, do you have any disciplinary history? For what type of conduct?

## ADDITIONAL INFORMATION

For additional information about our services, please visit our website at <https://harperinvesting.com/> If you would like additional information or a copy of this disclosure, please call (408) 644-8828.

**Conversation starters.** Ask your financial professional:

- Who is my primary contact person? Is he or she a representative of an investment-advisor or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?

## **EXHIBIT A**

The following material changes have been made to this Form CRS since the last version dated August 15, 2022:

### **Introduction**

ESG Planning doing business as Harper Investing

### **Additional Information**

Update new website

<https://harperinvesting.com/>

Clients and prospective clients are strongly encouraged to review this Form CRS very carefully and encouraged to ask questions.