

Form CRS
March 26, 2024

Haverford Financial Services, Inc. (Haverford Financial) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to individual retail investors as well as investment companies, pooled investment vehicles, charitable organizations, and others regarding both equity and fixed income securities. For individually managed accounts, we typically provide services on a discretionary basis meaning we will not consult with the client prior to trading in an account. Even though we have discretion, you can, subject to our consent, impose reasonable restrictions on your account. We also provide investment advisory via wrap fee programs sponsored by third parties (Program Sponsors). For such programs, we offer investment supervisory services on a discretionary basis to clients of the Program Sponsors who offer comprehensive services for a comprehensive (wrap) fee. For accounts managed on a discretionary basis, we will typically vote proxies.

On rare occasions, we may offer services on a non-discretionary basis meaning, while we might make a recommendation, the client makes the ultimate decision regarding purchases and or sales.

For Individually Managed Accounts, we generally require a minimum account size of \$1,000,000, while accounts introduced by a third-party broker may have a much lower minimum account size.

For additional information on our services and types of clients, please see our Form ADV Part 2A Brochure, Items 4 and 7, which can be found at <https://adviserinfo.sec.gov/firm/summary/130007>

Conversation Starters:

- 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?

What fees will I pay?

For individually managed accounts, we typically charge a fee based upon assets under management. Such fees are generally paid quarterly, in advance. Other fees and costs a client will typically incur include brokerage commissions, custodian fees, and internal management fees charged by mutual funds and exchange-traded funds.

Clients of wrap fee programs will typically pay an asset-based fee which includes most transaction costs and other fees. Therefore, the asset-based fee might be higher than the asset-based fee charged to a client of an individually managed account.

As we charge asset-based fees, the more assets there are in your account, the more you will pay in fees. Therefore, we have an incentive to encourage clients to increase the assets in their accounts.

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 on our fees and compensation, billing practices and other types of fees or expenses clients will pay in connection with our advisory services, please see Item 5 of our Form ADV Part 2A Brochure, which can be found at the link above.

Conversation Starter: 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 adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, 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 may affect the recommendations we provide you. Here is an example to help you understand what this means: Haverford Financial Services is the investment adviser for a mutual fund. If you invest in this product, we would receive fees directly from that mutual fund's sponsor. In order to mitigate this conflict, Haverford Financial would not charge an investment advisory fee on the portion of your funds invested in this mutual fund.

For additional information: please see our Form ADV Part 2A, Item 10, which can be found at the link on Page 1.

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

How do your financial professionals make money?

Our financial professionals are compensated through salaries based on long-term goals tied to the employee's value-add contribution to the organization and the overall performance of the company. The company also provides a bonus plan based upon retention of existing business, the financial growth of the firm, and other key metrics. This compensation creates a conflict of interest because it gives them an incentive to increase assets under management through asset appreciation or securing additional assets from their clients. No compensation is based on the type of product sold or product sales commissions.

Do your financial professionals have legal or disciplinary history?

No. A fee and simple search tool to research us and our financial professionals is available at <http://www.investor.gov/CRS>

Conversation Starter: As a financial professional, do you have any disciplinary history? If so, for what type of conduct?

Additional Information

Haverford Financial is wholly owned by Drexel Morgan & Co. ("Drexel Morgan"), a financial holding company and SEC-registered investment adviser. Haverford Financial is also affiliated by common control and ownership with The Haverford Trust Company, a wholly owned subsidiary of Drexel Morgan, as well as Haverford Trust Securities, Inc., a wholly owned subsidiary of The Haverford Trust Company. The Form CRS for both Drexel Morgan and Haverford Trust Securities is available at <http://www.inestor.gov/CRS>

For additional information about our investment advisory services you can see our complete Form ADV by going to www.adviserinfo.sec.gov. For a copy of any disclosure or up to date information, please contact our Chief Compliance Officer, MarieElena Ness, at Compliance@HaverfordQuality.com or 610-995-8741.

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