



## Form CRS – Customer Relationship Summary

### Item 1 – Introduction

On June 5, 2019, the Commission adopted a new rule to require registered investment advisers and registered broker-dealers to provide a brief client relationship summary—Form CRS—to retail investors. Advisers and brokers are required to deliver a relationship summary to you. The relationship summary contains important information about the adviser or broker. H Financial Management (“we”, “us” or “our”) is registered with the U.S. Securities Exchange Commission (“SEC”) as an investment adviser which differs from a broker in several ways, including but not limited to the services provided and the compensation structures for those services. It is important that you understand the differences. The client relationship summary will help you understand the differences. You can also visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for free and simple tools to research firms and financial professionals. The site also provides educational materials about broker-dealers, investment advisers and investing.

### Item 2 – Relationships and Services

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

We provide wealth guidance for individuals, families, and businesses. Services include financial planning and related consulting services regarding non-investment matters such as estate planning, tax planning, insurance, and other financial matters. As part of these services, we will offer you advice on a regular and consistent basis, discuss your investment and overall financial goals, design a strategy to help achieve those goals and regularly monitor your account, contacting you at least quarterly.

When providing advisory services, we are held to a fiduciary standard that covers our investment advisory relationship with you. As fiduciaries, investment advisors are required to act in the best interest of their clients and not place their own interests ahead of their clients. However, at times our interests can conflict with your interest. When we provide recommendations, we must eliminate, mitigate, or inform you of those conflicts, depending on the nature of the conflict.

**Additional Information:** For more detailed information about our *Advisory Business* and the *Types of Clients* we generally service, please See Items 4 and 7, respectively in our ADV Part 2A.

#### **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?*

### Item 3 – Fees, Costs, Conflicts, and Standard of Conduct

#### What Fees will I pay?

For most advisory services, you will pay an ongoing recurring fee based on the value of investments in your advisory account. We use a declining fee schedule, whereas the more assets there are in your advisory account the lower the percentage charged.

That said, the more assets there are in your account, the more you will pay in fees. HFM may therefore have an incentive to encourage you to increase the assets in your account. The amount paid to HFM does not vary based on the type of investment we select on your behalf or recommend to you. The asset-based fee reduces the value of your account and will be deducted from your account.

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 refer to your investment advisory agreement and the applicable disclosures specific to your advisory account to understand what fees and costs you are paying.

**Other Fees and Costs:** Your investment assets will be held with a qualified custodian. Custodians generally charge brokerage commissions and/or transaction fees for effecting certain securities transactions. In addition, relative to all mutual fund transactions, certain charges will be imposed at the fund level (e.g. management fees and other fund expenses). Fixed income transactions will include a markup / markdown included in the price you pay or receive for the securities. Brokerage firms may also impose other custodial fees, as more particularly described in their custodial fee schedule. Fees and costs will reduce any amount of money you make on your investments over time. In addition, you will pay fees and costs whether you make or lose money on your investments. Please make sure you understand what fees and costs you are paying.

**Additional Information:** For more detailed information about our fees and costs related to our management of your account, please See Item 5 in our ADV Part 2A.

**Conversation Starters:**

*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?

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 can affect the investment advice we provide you. As an example, we may recommend a particular custodian to custody your assets, and we may receive support services and/or products from that same custodian, certain of which assist us to better monitor and service your account while a portion may be for the benefit of our firm. We may also recommend that you roll over your retirement plan assets into an account managed by us and which we may earn new or, an increase in, current compensation as a result of the rollover.

### How do your financial professionals make money?

Adviser representatives are compensated through a portion of the management fee paid by their respective clients. You should discuss your financial professional's compensation directly with your financial professional.

## Item 4 – Disciplinary History

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

No. We encourage you to visit [www.investor.gov/CRS](http://www.investor.gov/CRS) to research our firm and our financial professionals. Furthermore, we encourage you to ask your financial professional:

**Conversation Starters:**

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

**Item 5 – Additional Information.** Additional information about our firm is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may contact our Chief Compliance Officer at any time to request a current copy of your ADV Part 2A or our relationship summary. Our Chief Compliance Officer may be reached by phone: 724-745-9406.

**Conversation Starters:**

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