

HERITAGE CAPITAL ADVISORS, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Jeffrey Garrett Pietsch

Personal CRD Number: 6011071

Investment Adviser Representative

The Brochure Supplement provides information about Jeffrey Garrett Pietsch (CRD#6011071) that supplements the Heritage Capital Advisors, LLC brochure. You should have received a copy of the Brochure. Please contact the Chief Compliance Officer by email at info@heritagecapitalresearch.com or phone 303-670-9761 if you did not receive Heritage Capital Advisors Brochure or if you have any questions about the contents of this supplement. Additional information about David Donald Moenning (CRD# 1023866) is available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as the CRD number listed above.

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Phone 303-670-9761

Registration does not imply a certain level of skill or training.

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Item 2: Educational Background & Business Experience

Name: Jeffrey Garrett Pietsch **Born:** 1968

Education Background & Professional Designations:

Education:

BS Hospitality/Real Estate Finance, Cornell University – 1990

MBA Finance, Northwestern University – 2002

JD Commercial Law, Northwestern University – 2002

Designations:

CFA, Chartered Financial Analyst – Obtained 2003

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals.

There are currently more than 190,000 CFA charterholders working in 162 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial

industry. As a result, employers and clients are increasingly seeking CFA charterholders-often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning. To learn more about the CFA charter, visit www.cfainstitute.org.

Business Background:

12/2011 – Present	Managing Member Eastsound Capital Advisors, LLC d.b.a. Capital Advisors 360, Advisors 360 & Western Financial
01/2021 – Present	Investment Advisor Representative Heritage Capital Advisors, LLC
12/2006 – Present	Managing Member Maple Park Management, LLC d.b.a. ETF Rewind
03/2014 – 03/2017	President CONCERT Wealth Management, Inc.
01/2014 – 03/2017	IAR/ Chief Investing Officer CONCERT Capital Management, Inc.
03/2009 – Present	Owner Jeff & Jennifer Pietsch d.b.a. Orcas Moon Alpacas
09/2007 - 06/2008	Owner Jeff Pietsch d.b.a. MarketRewind

12/2006 - 11/2009

Managing Member
Maple Park Advisors, LLC

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Jeff Pietsch is the sole owner of Maple Park Management, LLC, which provides non-investment-related consulting services. It comprised less than 10% of Mr. Pietsch's income last year. Mr. Pietsch spends 1 hour or less per week on these activities.

Jeff and Jennifer Pietsch d.b.a. Orcas Moon Alpacas Farm (Sole Proprietors) is an active company related to alpaca and lamb product sales, co-owned by Mr. Pietsch. It comprised less than 10% of Mr. Pietsch's income last year. He spends 5 hours per week on these activities, generally after-market/business hours.

Mr. Pietsch is the sole owner of and dually registered with Eastsound Capital Advisors, LLC, an unaffiliated and separately owned registered investment advisor (RIA). It comprised approximately one-half of Mr. Pietsch's income last year. Mr. Pietsch spends 30 hours per week on this activity. Mr. Pietsch does not service any retail clients of ECA at HCA. ECA and HCA conduct transaction reviews of Mr. Pietsch's trade activity for suitability and potential trade restrictions. Mr. Pietsch is subject to the Policies and Procedures and code of ethics of both firms.

Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, Jeffrey Garrett Pietsch does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Heritage Capital Advisors, LLC. He is involved in the following outside activities:

Jeff Pietsch is the sole owner of Maple Park Management, LLC, which provides non-investment-related consulting services. It comprised less than 10% of Mr. Pietsch's income last year. Mr. Pietsch spends 2 hours or less per week on these activities.

Jeff and Jennifer Pietsch d.b.a. Orcas Moon Alpacas Farm (Sole Proprietors) is an active company related to alpaca and lamb product sales, co-owned by Mr. Pietsch. It comprised less than 10% of Mr. Pietsch's income last year. He spends 5 hours per week on these activities, generally after-market/business hours.

Mr. Pietsch is the sole owner of and dually registered with Eastsound Capital Advisors, LLC, an unaffiliated and separately owned registered investment advisor (RIA). It comprised approximately one-half of Mr. Pietsch's income last year. Mr. Pietsch spends 30 hours per week on this activity. Mr. Pietsch does not service any retail clients of ECA at HCA. ECA and HCA conduct transaction reviews of Mr. Pietsch's trade activity for suitability and potential trade restrictions. Mr. Pietsch is subject to the Policies and Procedures and code of ethics of both firms.

Item 6: Supervision

Mr. Pietsch is supervised by David Donald Moenning and through a compliance program designed to prevent and detect violations of the federal and state securities laws. Supervision is conducted by Mr. Moenning as the Chief Compliance Officer who is responsible for administering the policies and procedures. The Chief Compliance Officer will review those policies and procedures annually for their adequacy and the effectiveness of their implementation. All policies and procedures of the firm are followed.