

*This brochure supplement provides information about Charles G. Herendeen that supplements the APFS Wealth Management, Inc brochure. You should have received a copy of that brochure. Please contact Charles G. Herendeen, Investment Adviser Representative if you did not receive APFS Wealth Management, Inc's brochure or if you have any questions about the contents of this supplement.*

*Additional information about Charles G. Herendeen is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

# **APFS Wealth Management, Inc**

## **Form ADV Part 2B – Individual Disclosure Brochure**

*for*

**Charles G. Herendeen**

Personal CRD Number: 2786225

Investment Adviser Representative

APFS Wealth Management, Inc  
350 Linden Oaks, Suite 140  
Rochester, New York, 14625  
(585) 295-3235  
[cherendeen@teamapfs.com](mailto:cherendeen@teamapfs.com)

UPDATED: 04/28/2015

## **Item 2: Educational Background and Business Experience**

**Name:** Charles G. Herendeen

**Born:** 1972

**Education:**

BS Accounting, State University of New York at Geneseo – 1995

**Business Background:**

08/2011 – Present	Investment Adviser Representative APFS Wealth Management, Inc
03/2006 – Present	Registered Representative American Portfolios Financial Services, Inc.
02/2010 – Present	Investment Adviser Representative American Portfolios Advisors, Inc.
12/2003 – Present	Manager Retirement and Benefit Consulting EBS-RMSCO, Inc.
10/1999 – 01/2004	Vice President Retirement Financial Services HSBC Bank USA, N.A.

## **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**

Charles Herendeen is a registered representative of American Portfolios Financial Services, Inc., an Investment Adviser Representative of American Portfolios Advisors, Inc., and a licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. APFS Wealth Management, Inc always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of APFS Wealth Management, Inc in their capacity as a registered representative.

#### **Item 5: Additional Compensation**

Other than salary, annual bonuses, regular bonuses, Charles G. Herendeen does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through APFS Wealth Management, Inc.

#### **Item 6: Supervision**

As a representative of APFS Wealth Management, Inc, Charles G. Herendeen works closely with his supervisor, Robert J. Bartolotta, and all advice provided to clients is reviewed by the supervisor prior to implementation. Charles G. Herendeen's contact information is on the cover page of this disclosure document. Charles G. Herendeen adheres to all required regulations regarding the activities of an Investment Adviser Representative and follows all policies and procedures outlined in the firm's policies and procedures manual, including the Code of Ethics, and appropriate securities regulatory requirements.