

Human Interest Advisors LLC

Firm Brochure - Form ADV Part 2A

This brochure provides information about the qualifications and business practices of Human Interest Advisors LLC. If you have any questions about the contents of this brochure, please contact us at (855) 622-7824 or by email at: support@humaninterest.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Human Interest Advisors LLC is also available on the SEC's website at www.adviserinfo.sec.gov. Human Interest Advisors LLC's CRD number is: 269875.

655 Montgomery St. - Suite 1800
San Francisco, CA 94111
(855) 622-7824
support@humaninterest.com

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

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Item 2: Material Changes

The material changes in this brochure from the last annual updating amendment of Human Interest Advisors LLC on 01/16/2019 are described below. Material changes relate to Human Interest Advisors LLC's policies, practices or conflicts of interests.

- The firm has updated its fee schedule (Item 5).

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Item 4: Advisory Business

A. Description of the Advisory Firm

Human Interest Advisors LLC (hereinafter “Human Interest Advisors”) is a Limited Liability Company organized in the State of Delaware. The firm was formed in June 2015 and is a wholly owned subsidiary of Human Interest Inc.

B. Types of Advisory Services

Human Interest Advisors provides investment advisory and pension consulting services to employer-sponsored qualified retirement savings plans and their plan sponsors and participants. Our investment advice is performed through an interactive website in which computer software-based models provide investment advice based on personal information each client submits through the website.

Human Interest Advisors offers its investment advice on a discretionary or non-discretionary basis. Through our interactive website, we give participants individualized advice on the appropriateness of the investment options available in their plan and help them select and monitor an appropriate investment allocation based on their goals, time horizon, and risk tolerance. Through our interactive website, we may also help plan sponsors develop an Investment Policy Statement and/or help select and monitor the investment options available in their plan, including the selection of qualified default investment alternatives. Such default investment alternatives may include custom portfolios built and managed using our proprietary software-based models.

When discretionary advice is performed, Human Interest Advisors will request discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction.

Our services may be provided as either an ERISA Section 3(21) advisor or an ERISA Section 3(38) advisor, in accordance with ERISA Sections 3(21)(A)(ii) or 3(38)(B)(i).

Human Interest Advisors seeks to provide that investment decisions are made in accordance with the fiduciary duties owed to its accounts and without consideration of Human Interest Advisors’ economic, investment or other financial interests. To meet its fiduciary obligations, Human Interest Advisors attempts to avoid, among other things, investment or trading practices that systematically advantage or disadvantage certain client portfolios, and accordingly, Human Interest Advisors’ policy is to seek fair and equitable allocation of investment opportunities/transactions among its clients to avoid favoring one client over another over time. It is Human Interest Advisors’ policy to

allocate investment opportunities and transactions it identifies as being appropriate and prudent among its clients on a fair and equitable basis over time

Services Limited to Specific Types of Investments

Human Interest Advisors generally limits its investment advice to mutual funds. Human Interest Advisors may use other securities as well to help diversify a portfolio when applicable.

C. Client Tailored Services and Client Imposed Restrictions

Human Interest Advisors offers the same suite of services to all of its clients. However, specific client investment strategies and their implementation are dependent upon the client's current situation (income, time horizon, and risk tolerance levels). Clients may not impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs.

D. Wrap Fee Programs

A wrap fee program is an investment program where the investor pays one stated fee that includes management fees, transaction costs, fund expenses, and other administrative fees. Human Interest Advisors does not participate in any wrap fee programs.

E. Assets Under Management

Human Interest Advisors has the following assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$468,180,184.00	\$87,299,063.00	December 2019

Item 5: Fees and Compensation

A. Fee Schedule

Fees for Human Interest Advisors' investment advisory services are generally charged as a percentage of total assets under management of up to 0.50% annually.

These fees are generally negotiable and the final fee schedule is included in the Investment Advisory Contract. Clients may terminate the agreement without penalty for a full refund of Human Interest Advisors' fees within five business days of signing the Investment Advisory Contract. Thereafter, clients may terminate the Investment Advisory Contract generally with 30 days' written notice.

Human Interest Advisors uses the average daily balance in the client's account during each quarterly billing period, after taking into account deposits and withdrawals, for purposes of determining the market value of the assets upon which the advisory fee is based.

The client's third-party custodian charges an additional fee of up to 0.10% annually.

Fees for Human Interest Inc.'s web-based services for the setup and administration of defined contribution plans are generally charged as a monthly subscription fee of \$120/month plus \$4/month per employee. A setup fee of up to \$499 may also apply. These fees are generally negotiable and the final fee schedule is included in Human Interest Inc.'s Master Services Agreement.

B. Payment of Fees

Fees for Human Interest Advisors' investment advisory services may be paid by the plan recordkeeper directly from plan assets, accounts or investments, or paid directly by the plan sponsor. Alternatively, fees may be withdrawn directly from the client's accounts with client's written authorization. Fees are paid on a quarterly basis in arrears, unless paid directly by the plan sponsor, in which case fees are paid on a monthly basis in arrears.

Fees for Human Interest Inc.'s web-based services for the setup and administration of defined contribution plans are paid directly by the plan sponsor on a monthly basis.

C. Client Responsibility For Third Party Fees

Clients are responsible for the payment of all third party fees (i.e. custodian fees, brokerage fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by Human Interest Advisors. Please see Item 12 of this brochure regarding broker-dealer/custodian.

D. Prepayment of Fees

Human Interest Advisors collects its fees in arrears. It does not collect fees in advance.

E. Outside Compensation For the Sale of Securities to Clients

Neither Human Interest Advisors nor its supervised persons accept any compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

Item 6: Performance-Based Fees and Side-By-Side Management

Human Interest Advisors does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

Item 7: Types of Clients

Human Interest Advisors generally provides advisory services to the following types of clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals
- ❖ Pension and Profit Sharing Plans
- ❖ Corporations or Business Entities

Minimum Account Size

There is no account minimum for any of Human Interest Advisors' services.

Item 8: Methods of Analysis, Investment Strategies, and Risk of Loss

A. Methods of Analysis and Investment Strategies

Methods of Analysis

Human Interest Advisors' methods of analysis include modern portfolio theory.

Modern portfolio theory is a theory of investment that attempts to maximize portfolio expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, each by carefully choosing the proportions of various asset.

Investment Strategies

Human Interest Advisors uses long term trading.

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

B. Material Risks Involved

Methods of Analysis

Modern Portfolio Theory assumes that investors are risk adverse, meaning that given two portfolios that offer the same expected return, investors will prefer the less risky one. Thus, an investor will take on increased risk only if compensated by higher expected returns. Conversely, an investor who wants higher expected returns must accept more risk. The exact trade-off will be the same for all investors, but different investors will evaluate the trade-off differently based on individual risk aversion characteristics. The implication is that a rational investor will not invest in a portfolio if a second portfolio exists with a more favorable risk-expected return profile – i.e., if for that level of risk an alternative portfolio exists which has better expected returns.

Investment Strategies

Long term trading is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

C. Risks of Specific Securities Utilized

Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below are not guaranteed or insured by the FDIC or any other government agency.

Mutual Funds: Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be of bond “fixed income” nature (lower risk) or stock “equity” nature.

Past performance is not indicative of future results. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

Item 9: Disciplinary Information

A. Criminal or Civil Actions

There are no criminal or civil actions to report.

B. Administrative Proceedings

There are no administrative proceedings to report.

C. Self-regulatory Organization (SRO) Proceedings

There are no self-regulatory organization proceedings to report.

Item 10: Other Financial Industry Activities and Affiliations

A. Registration as a Broker/Dealer or Broker/Dealer Representative

Neither Human Interest Advisors nor its representatives are registered as, or have pending applications to become, a broker/dealer or a representative of a broker/dealer.

B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor

Neither Human Interest Advisors nor its representatives are registered as or have pending applications to become either a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities.

C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests

Neither Human Interest nor its representatives have any material relationships to this advisory business that would present a possible conflict of interest.

D. Selection of Other Advisers or Managers and How This Adviser is Compensated for Those Selections

Human Interest Advisors does not utilize nor select third-party investment advisers. All assets are managed by Human Interest Advisors management.

Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

A. Code of Ethics

Human Interest Advisors has a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Human Interest Advisors' Code of Ethics is available free upon request to any client or prospective client.

B. Recommendations Involving Material Financial Interests

Human Interest Advisors does not recommend that clients buy or sell any security in which a related person to Human Interest Advisors or Human Interest Advisors has a material financial interest.

C. Investing Personal Money in the Same Securities as Clients

From time to time, representatives of Human Interest Advisors may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of Human Interest Advisors to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest. Human Interest Advisors will always document any transactions that could be construed as conflicts of interest and will never engage in trading that operates to the client's disadvantage when similar securities are being bought or sold.

D. Trading Securities At/Around the Same Time as Clients' Securities

From time to time, representatives of Human Interest Advisors may buy or sell securities for themselves at or around the same time as clients. This may provide an opportunity for representatives of Human Interest Advisors to buy or sell securities before or after recommending securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest; however, Human Interest Advisors will never engage in trading that operates to the client's disadvantage if representatives of Human Interest Advisors buy or sell securities at or around the same time as clients.

Item 12: Brokerage Practices

A. Factors Used to Select Custodians and/or Broker/Dealers

In order to facilitate trading through Human Interest Advisors' platform, clients must use a custodian that Human Interest Advisors supports.

1. Research and Other Soft-Dollar Benefits

Human Interest Advisors receives no research, product, or services other than execution from broker-dealers or custodians in connection with client securities transactions ("soft dollar benefits").

2. Brokerage for Client Referrals

Human Interest Advisors receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

3. Clients Directing Which Broker/Dealer/Custodian to Use

Human Interest Advisors does not permit clients to direct it to execute transactions through a specified broker-dealer.

B. Aggregating (Block) Trading for Multiple Client Accounts

Human Interest Advisors does not aggregate or bunch the securities to be purchased or sold for multiple clients. This may result in less favorable prices, particularly for illiquid securities or during volatile market conditions.

Item 13: Reviews of Accounts

A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews

A sampling of client accounts for Human Interest Advisors' advisory services are reviewed at least quarterly by the Chief Compliance Officer with regard to clients' respective investment policies and risk tolerance levels.

B. Factors That Will Trigger a Non-Periodic Review of Client Accounts

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

C. Content and Frequency of Regular Reports Provided to Clients

Each client of Human Interest Advisors' advisory services provided on an ongoing basis will receive a quarterly report detailing the client's account, including assets held, asset value, and calculation of fees. This written report will come from the custodian.

Item 14: Client Referrals and Other Compensation

A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)

Human Interest Advisors does not receive any economic benefit, directly or indirectly from any third party for advice rendered to Human Interest Advisors' clients.

B. Compensation to Non – Advisory Personnel for Client Referrals

Human Interest Advisors, via written arrangement, retains third parties to act as solicitors for the firm's investment advisory services. All compensation with respect to the foregoing will be fully disclosed to each client, in compliance with the requirements of Rule 206(4)-3 under the Investment Advisers Act of 1940, as amended, to the extent required by applicable law.

Human Interest Advisors also offers existing clients reduced and/or waived fees for referring prospective clients to the firm.

These arrangements may create an incentive for a third party or existing client to refer prospective clients to Human Interest Advisors, even if the third party would otherwise not make the referral. Clients will not be charged an amount in excess of the amount that normally would be charged by Human Interest Advisors for similar investment advisory services.

Item 15: Custody

When advisory fees are deducted directly from client accounts at client's custodian, Human Interest Advisors will be deemed to have limited custody of client's assets and must have written authorization from the client to do so. Clients will receive all account statements and billing

invoices that are required in each jurisdiction, and they should carefully review those statements for accuracy.

Item 16: Investment Discretion

Human Interest Advisors provides discretionary and non-discretionary investment advisory services to clients. The Investment Advisory Contract established with each client sets forth the discretionary authority for trading. Where investment discretion has been granted by participants, Human Interest Advisors generally manages the client's account and makes investment decisions without consultation with the client as to when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, what securities to buy or sell, or the price per share. Where investment discretion has been granted by plan sponsors, Human Interest Advisors has authority to select and replace the investment options in the plan.

Item 17: Voting Client Securities (Proxy Voting)

Human Interest Advisors will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

Item 18: Financial Information

A. Balance Sheet

Human Interest Advisors neither requires nor solicits prepayment of more than \$1,200 in fees per client, six months or more in advance, and therefore is not required to include a balance sheet with this brochure.

B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients

Neither Human Interest Advisors nor its management has any financial condition that is likely to reasonably impair Human Interest Advisors' ability to meet contractual commitments to clients.

C. Bankruptcy Petitions in Previous Ten Years

Human Interest Advisors has not been the subject of a bankruptcy petition in the last ten years.