

**H Financial Management  
Disclosure Brochure  
9/10/2020**

**Item 1 – Cover Page**

**CRD#148209**

This brochure provides information about the qualifications and business practices of H Financial Management (“HFM” or “Adviser”).

If you have any questions about the contents of this brochure, please contact us at (724) 745-9406.

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.

H Financial Management is a Registered Investment Adviser. Registration as an Investment Adviser does not imply any level of skill or training. This disclosure document is designed to grant current clients as well as potential clients the opportunity to carefully read and establish an understanding of the various investment advisory services that are offered and the respective fees and expenses of those services. The information contained in this document is important to the conduct of both parties entering an advisory contract. While investment advisers have a fiduciary duty to put the needs of clients before their own, clients likewise have a duty to investigate and maintain a basic understanding of the services offered by the Adviser. We hope this document serves as a leading educational tool to aid clients and prospective clients in understanding how H Financial Management conducts investment advisory services.

H Financial maintains business offices in both Morgantown, WV and Southpointe, an exclusive business park development located 20 minutes by interstate outside of Pittsburgh, PA. Our clients appreciate our easily accessible and exclusive location on the sprawling Southpointe campus located on Interstate 79 at the Southpointe exit (Exit 48) near the border of Washington County and Allegheny County. Our Morgantown, West Virginia office provides financial services in the greater Morgantown area and is also conveniently located.

**H Financial Management  
400 Southpointe Blvd., Suite 420  
Canonsburg, PA 15317  
(724) 745-9406  
[www.hfinancialmanagement.com](http://www.hfinancialmanagement.com)**

**H Financial Management  
256 High Street  
Morgantown, WV 26507  
(304) 292-6837  
[www.hfinancialmanagement.com](http://www.hfinancialmanagement.com)**

## **Item 2- Material Changes**

There have been no material changes made to H Financial Management's ("HFM") Part 2A Brochure since last year's Annual Amendment filing on March 22, 2019. However, HFM has made disclosure additions and enhancements, including disclosures regarding advisory fees, retirement rollovers, research and additional benefits, and conflicts of interest.

**ANY QUESTIONS: HFM's Chief Compliance Officer, Garrett S. Hoge, CFP®, remains available to address any questions regarding this Part 2A, including the disclosure additions and enhancements below.**

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#### **Item 4 – Investment Advisory Services**

H Financial Management was formed in October of 1981 and is organized in the State of Pennsylvania. Garrett S. Hoge is the President and sole owner. H Financial Management is registered with the SEC and is notice filed in the states of Pennsylvania, West Virginia, Ohio, New York, Florida, North Carolina, Texas, Louisiana, New Hampshire, Virginia, Montana, South Carolina, and California. H Financial has 1631 advisory accounts with \$444,709,822 in Assets under Management as of 12/31/2019 (1,395 discretionary accounts totaling \$385,840,949, 236 non-discretionary accounts totaling \$58,868,873).

The client can engage HFM to provide discretionary and/or non-discretionary investment advisory services to individuals, families, and businesses. Before engaging HFM to provide investment advisory services, clients are required to enter into an agreement with HFM setting forth the terms and conditions of the engagement, describing the scope of the services to be provided, and the fees that a client will incur (*see* fee schedule at Item 5 below). To the extent requested by an individual client, HFM will generally provide financial planning and consulting services. **In the event that the client requires extraordinary planning or consultation services HFM may determine to charge a client for such additional services pursuant to a stand-alone written agreement (see Limitations below).** Before providing investment advisory services, HFM will ascertain the client's investment objective(s). HFM will then allocate (or recommend that the client allocate) the portfolio consistent with the designated investment objective(s).

#### **Miscellaneous**

**Limitations of Financial Planning and Non-Investment Consulting/Implementation Services.** To the extent requested by a client, HFM will usually provide financial planning and related consulting services regarding non-investment related matters, such as estate planning, tax planning, insurance, etc. HFM will generally provide such consulting services inclusive of its advisory fee set forth at Item 5 below, but may, depending upon the amount of assets under management and/or scope of the services to be provided, determine to charge a mutually agreed upon fee per the terms and conditions of a separate written agreement. **Please Note:** We **do not** serve as an attorney or accountant, and no portion of our services should be construed as same. Accordingly, we **do not** prepare estate planning documents or tax returns. To the extent requested by a client, we may recommend the services of other professionals for certain non-investment implementation purpose (i.e. attorneys, accountants, insurance, etc.), including certain HFM's representatives, in their separate individual capacities as representative of Triad Advisors, LLC ("Triad"), an SEC registered and FINRA member broker-dealer, and as licensed insurance agents. The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from HFM and/or its representatives. **Please Note:** If the client engages any recommended unaffiliated professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional. At all times, the engaged licensed professional[s] (i.e. attorney, accountant, insurance agent, etc.), and **not** HFM, shall be responsible for the quality and competency of the services provided. **Please Also Note-Conflict of Interest:** The recommendation by HFM that a client purchase a securities or insurance commission product from HFM's representatives in their separate individual capacities as representatives of Triad and/or as an insurance agents, presents a ***conflict of interest***, as the

receipt of commissions may provide an incentive to recommend investment products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any securities or insurance commission products from HFM's representatives. Clients are reminded that they may purchase securities and insurance products recommended by HFM through other, non-affiliated broker-dealers and/or insurance agencies. **HFM's Chief Compliance Officer, Garrett S. Hoge, CFP®, remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.**

**Participant Directed Retirement Plans.** HFM may also provide investment advisory and consulting services to participant directed retirement plans per the terms and conditions of a written agreement between HFM and the plan. For such engagements, HFM shall assist the Plan sponsor with the selection of an investment platform from which Plan participants shall make their respective investment choices (which may include investment strategies devised and managed by HFM), and, to the extent engaged to do so, may also provide corresponding education to assist the participants with their decision making process.

**Please Note: Retirement Rollovers-Potential for Conflict of Interest:** A client or prospective client leaving an employer typically has four options regarding an existing retirement plan (and may engage in a combination of these options): (i) leave the money in the former employer's plan, if permitted, (ii) roll over the assets to the new employer's plan, if one is available and rollovers are permitted, (iii) roll over to an Individual Retirement Account ("IRA"), or (iv) cash out the account value (which could, depending upon the client's age, result in adverse tax consequences). If HFM recommends that a client roll over their retirement plan assets into an account to be managed by HFM, such a recommendation creates a conflict of interest if HFM will earn new (or increase its current) compensation as a result of the rollover. When acting in such capacity, HFM serves as a fiduciary under the Employee Retirement Income Security Act (ERISA), or the Internal Revenue Code, or both. **No client is under any obligation to roll over retirement plan assets to an account managed by HFM. HFM's Chief Compliance Officer, Garrett S. Hoge, CFP®, remains available to address any questions that a client or prospective client may have regarding the potential for conflict of interest presented by such rollover recommendation.**

**Please Note: Non-Discretionary Service Limitations.** Clients that engage HFM on a non-discretionary investment advisory basis **must be willing to accept** that HFM cannot affect any account transactions without obtaining prior consent to any such transaction(s) from the client. Thus, in the event that HFM would like to make a transaction for a client's account (including in the event of an individual holding or general market correction), and the client is unavailable, HFM will be unable to effect the account transaction(s) **without first obtaining the client's consent.**

**Please Note-Use of Mutual Funds:** Most mutual funds are available directly to the public. Thus, a prospective client can obtain many of the mutual funds that may be recommended and/or utilized by HFM independent of engaging HFM as an investment adviser. However, if a prospective client determines to do so, he/she will not receive HFM's initial and ongoing investment advisory services. **Separate Fees:** All mutual funds (and exchange traded funds) impose fees at the fund

level (e.g. management fees and other fund expenses). All mutual fund and exchange traded fund fees are separate from, and in addition to, HFM's wealth management fee as described at Item 5 below. **HFM's Chief Compliance Officer, Garrett S. Hoge, CFP®, remains available to address any questions that a client or prospective client may have regarding the above.**

**Independent Managers.** Although HFM does not generally recommend *Independent Manager[s]*, HFM may have a limited number of clients who have directed or requested that portion of their assets be allocated among unaffiliated independent investment managers. In such situations, the *Independent Manager[s]* shall have day-to-day responsibility for the active discretionary management of the allocated assets. HFM shall continue to render investment advisory services to the client relative to the ongoing monitoring and review of account performance, asset allocation and client investment objectives. **Please Note:** The investment management fee charged by the *Independent Manager[s]* is separate from, and in addition to, HFM's advisory fee as set forth in the fee schedule at Item 5 below.

**Portfolio Activity.** HFM has a fiduciary duty to provide services consistent with the client's best interest. As part of its investment advisory services, HFM will review client portfolios on an ongoing basis to determine if any changes are necessary based upon various factors, including, but not limited to, investment performance, fund manager tenure, style drift, account additions/withdrawals, and/or a change in the client's investment objective. Based upon these factors, there may be extended periods of time when HFM determines that changes to a client's portfolio are neither necessary nor prudent. Of course, as indicated below, there can be no assurance that investment decisions made by HFM will be profitable or equal any specific performance level(s). Clients are still subject to the fees described in Item 5 below, even during periods of account inactivity. **ByAllAccounts.** In conjunction with the services provided by ByAllAccounts, Inc, HFM may also provide periodic comprehensive reporting services, which can incorporate all of the client's investment assets including those investment assets that are not part of the assets managed by HFM (the "Excluded Assets"). HFM's service relative to the Excluded Assets is limited to reporting services only, which does not include investment implementation. Because HFM does not have trading authority for the Excluded Assets, to the extent applicable to the nature of the Excluded Assets (assets over which the client maintains trading authority vs. trading authority designated to another investment professional), the client (and/or the other investment professional), and not HFM, shall be exclusively responsible for directly implementing any recommendations relative to the Excluded Assets. The client and/or his/her/its other advisers that maintain trading authority, and not HFM, shall be exclusively responsible for the investment performance of the Excluded Assets. Without limiting the above, HFM shall not be responsible for any implementation error (timing, trading, etc.) relative to the Excluded Assets. In the event the client desires that HFM provide investment management services (whereby HFM would have trading authority) with respect to the Excluded Assets, the client may engage HFM to do so pursuant to the terms and conditions of the *Investment Advisory Agreement* between HFM and the client.

**EMoney.** In conjunction with the services provided by *EMoney*, HFM may also provide access to account aggregation services, which can incorporate all of the client's investment assets, including those investment assets that are not part of the assets that we manage (the "Excluded Assets"). **The client and/or his/her/its other advisers that maintain trading authority, and not us, shall be exclusively responsible for the investment performance of the Excluded Assets.** In addition, *EMoney* will also provide access to other types of information, including financial planning concepts, which should not, in any manner whatsoever, be construed as services, advice or recommendations provided by HFM. HFM does not provide investment management, monitoring or implementation services for the Excluded Assets. The client may engage HFM to provide investment management services for the Excluded Assets pursuant to the terms and conditions of the *Investment Advisory Agreement* between HFM and the client.

**Client Obligations.** In performing our services, HFM shall not be required to verify any information received from the client or from the client's other professionals and is expressly authorized to rely thereon. Moreover, each client is advised that it remains his/her/its responsibility to promptly notify HFM if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising our previous recommendations and/or services.

**Please Note: Investment Risk.** Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by HFM) will be profitable or equal any specific performance level(s).

## **Item 5 Fee Schedule**

### **Portfolio Management Services**

Effective August 27, 2018, our fee for portfolio management services is based on a percentage of the assets in your account and is set forth in the following annual blended tiered fee schedule:

#### **Assets Under Management Annual Fee\*,\*\***

First \$1,000,000 - 1.00%

Next \$2,000,000 - 0.75%

Next \$2,000,000 - 0.55%

Next \$5,000,000 - 0.40%

Over \$10,000,000 - 0.24%

\*In addition to the annual portfolio management fee (see blended tiered fee schedule above), we charge an annual administration fee of 0.25% not to exceed \$750 annually.

\*\* **Please Note:** Pre-existing clients continue to be subject to a different grandfathered fee schedule. See additional disclosure at Item 7 below.

Our annual portfolio management fee is billed and payable quarterly in advance based on the value of your account on the last business day of the preceding calendar quarter. If the portfolio management agreement is executed at any time other than the first day of a calendar quarter, our fees will apply on a pro rata basis, which means that the advisory fee is payable in proportion to the number of days in the

quarter for which you are a client. Our advisory fee is negotiable depending on individual client circumstances.

We will combine the account values of family members living in the same household to determine the applicable advisory fee (unless instructed otherwise by the client). For example, we may combine account values for you and your minor children, joint accounts with your spouse, and other types of related accounts. Combining account values may increase the asset total, which may result in your paying a reduced advisory fee based on the available breakpoints in our tiered fee schedule stated above.

Unless we agree to invoice you directly for our portfolio management services, we will deduct our fee directly from your account through the qualified custodian holding your funds and securities. We will deduct our advisory fee only when you have given our firm written authorization permitting the fees to be paid directly from your account. Further, the qualified custodian will deliver an account statement to you at least quarterly. These account statements will show all disbursements from your account, and you should review all statements for accuracy. In the event we agree to invoice you directly, payment is due within 30 days from the date of the invoice. Where invoices are not paid in full within the 30-day time frame, we reserve the right to debit our fee from your account.

You may terminate the portfolio management agreement upon written notice to our firm in accordance with the terms of the agreement for services. You will incur a pro rata charge for services rendered prior to the termination of the portfolio management agreement, which means you will incur advisory fees only in proportion to the number of days in the month for which you are a client.

### **Additional Fees and Expenses**

As part of our investment advisory services to you, we may invest, or recommend that you invest, in mutual funds and exchange traded funds. The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds or exchange traded funds (described in each fund's prospectus) to their shareholders. These fees will generally include a management fee and other fund expenses. You will also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the broker-dealer or custodian through whom your account transactions are executed. We do not share in any portion of the brokerage fees/transaction charges imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, you should review all the fees charged by mutual funds, exchange traded funds, our firm, and others. For information on our brokerage practices, refer to the Brokerage Practices section (Item 12) of this disclosure brochure.

### **Compensation for the Sale of Securities or Other Investment Products**

Our firm's Investment Advisor Representatives (IARs) are registered representatives with Triad Advisors, LLC ("Triad"), an unaffiliated securities broker-dealer, and a member of the Financial Industry



Regulatory Authority and the Securities Investor Protection Corporation. Additionally, certain IARs of our firm are also be licensed as independent insurance agents and will earn commission-based compensation for selling insurance products to you.

**See** additional important disclosure regarding advisory fees at Item 7 below.

### **Item 6 – Performance-Based Fees and Side-by-Side Management**

H Financial Management does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

### **Item 7 – Types of Client**

Clients of H Financial Management are mostly high net worth individuals. HFM generally recommends an aggregate relationship minimum of \$500,000 to commence an engagement. However, HFM, in its sole discretion, may charge a lesser investment management fee and/or reduce or waive its aggregate relationship minimum based upon certain criteria (i.e. grandfathered accounts, anticipated future earning capacity, type of management services to be rendered, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, competition, negotiations with client, etc.). HFM may also be engaged on a flat annual fee basis rather than per the fee schedule in Item 5. **Please Note:** As result of the above, similarly situated clients could pay different fees. In addition, similar advisory services may be available from other investment advisers for similar or lower fees. **ANY QUESTIONS:** HFM's Chief Compliance Officer, Garret S. Hoge, CFP®, remains available to address any questions that a client may have regarding its advisory fee schedule.

### **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

If an Adviser is engaged to provide Investment advice, the client's current financial situation, needs, goals, objectives and risk tolerance are first evaluated. Once completed and the results are determined, the advisor may offer clients investment advice which generally follows the principals of asset allocation. This advice attempts to optimize the risk/reward profile of a client's portfolio by investing among several asset classes based upon a client's personal financial goals and risk preferences. Below is a brief description of the type of general strategies that may be used as guidelines by investment adviser representatives in structuring accounts with varying objectives.

**Conservative Income allocation.** A conservative income portfolio usually seeks to generate income as its primary objective and preserve initial investments as its secondary objective. Conservative income portfolios tend to invest in a mix of income producing investments with a low degree of volatility. A typical conservative income portfolio may consist of about 20% in equity asset classes, and 80% in income asset classes, including fixed income and/or cash equivalents.

**Moderate Allocation.** A moderate income portfolio usually seeks to generate income as its primary objective with enough growth to keep pace with inflation. Moderate income portfolios tend to invest in a predominantly income producing investments with a low degree of volatility and a smaller portion of equities to encourage growth. A typical moderate income portfolio may consist of about 40% in equity asset classes, and 60% in income asset classes, including fixed income and/or cash equivalents.

**Balanced Allocation.** A balanced portfolio usually has both capital preservation and growth as its primary objectives. Balanced portfolios tend to invest in a relatively equal mix of low to moderate risk securities. A typical balanced portfolio may consist of about 60% in equity asset classes and 40% in fixed income and/or cash/cash equivalents.

**Growth Allocation.** A growth portfolio usually seeks to generate long-term capital gains as its primary objective. Growth portfolios tend to invest in a mix of investments with potential for long-term capital appreciation with a more than moderate amount of volatility. A typical growth allocation consists of about 80% equity and 20% in fixed income and/or cash/cash equivalents.

**Equity Growth Allocation.** An all-equity growth portfolio usually seeks to generate long-term capital gains as its primary objective. All Equity portfolios are aggressive portfolios and tend to invest in assets that may be considered high risk and tend to have more volatility. These portfolios may have the potential for higher returns over the long-term. A typical all-equity portfolio consists of about 94% equity and 6% in fixed income and/or cash/cash equivalents.

**Options Strategy.** In any allocation strategy, from time to time, we may incorporate the use of options. The primary options strategies that will be employed are the buying of puts to help protect client assets in a market downturn, purchasing equity call options, and selling covered calls against a long position in client portfolios. The use of covered calls allows clients to collect a premium for the sale of options while forgoing potential profits if the underlying advances beyond a certain price and within a certain timeframe.

**Please Note:** Deviations may occur relative to Account allocations during any specific short-term period (6 months or less) due to market conditions or Adviser perceived and/or anticipated market developments. Of course, there can be no assurance that any such perceived and/or anticipated market developments will occur, be correct or prove profitable.

Since client portfolios are designed to be managed in accordance with the financial circumstances, investment objectives, and preferences of individual clients, the actual asset allocation of a particular account may differ from other client accounts with similar objectives or levels of risk. Asset allocation is driven by various mathematical computations and is more complex than the concept of asset diversification. It should be recommended that no strategy or allocation formula can guarantee a gain or assume that an account will not suffer a loss.

The program is designed to offer clients a diversified long-term approach to their personal investment goals and objectives. It is important that you keep your investment adviser representative informed as to

any changes in your financial situation. This service provides clients with individualized investment portfolio management services, including account review, consolidated reporting, and investment recommendation. Selected investments may include stocks, bonds, mutual funds and other securities.

HFM often uses the Frank Russell mutual funds for their multi-manager, multi-asset, multi-style diversification techniques. This has been developed by the Frank Russell Investment Management Company (FRIMCO) advising large institutional pools of assets. Alternatively, HFM uses no-load, low expense mutual fund groups such as American Funds, T. Rowe Price, Vanguard, and others. In addition, HFM uses low cost exchange traded funds (ETFs) for passive investing and to represent certain asset classes.

Additionally, there are complexities and risks associated with trading securities including, but not limited to execution or trading errors, price volatility, bid/ask spreads, order types (such as “market” and “limit” orders), deviation from net asset value and “execution price slippage” caused by lack of order or book depth. This is commonly seen in some of the more thinly traded stocks or ETFs that don’t usually experience a lot of daily trading volume. At current, H Financial Management heavily focuses on mutual funds that trade once per day, this helps minimize problems associated with industry intra-day price deficiencies. Exchange-traded funds (ETFs) are another tool that can be used by HFM to manage client accounts, but the price execution risk is much higher with ETFs than mutual funds, because their price fluctuates like a stock and can be traded multiple times per day.

#### **Item 9 – Disciplinary Information**

Registered Investment Advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to one’s evaluation of H Financial Management or the integrity of HFM’s management (and each supervised person providing investment advice). H Financial Management has no information applicable to this item regarding the firm, the firm’s staff, or the firm’s investment advisory representatives.

#### **Item 10 – Other Financial Industry Activities and Affiliations**

As indicated above at Item 4, HFM representatives serve as representatives of Triad and as licensed insurance agents. The recommendation by HFM that a client purchase a securities or insurance-commission product from HFM’s representatives in their separate individual capacities as representatives of Triad and/or as an insurance agents, presents a **conflict of interest**, as the receipt of commissions may provide an incentive to recommend investment products based on commissions to be received, rather than on a particular client’s need. No client is under any obligation to purchase any securities or insurance commission products from HFM’s representatives. Clients are reminded that they may purchase securities and insurance products recommended by HFM through other, non-affiliated broker-dealers and/or insurance agencies. HFM’s Chief Compliance Officer, Garrett S. Hoge, CFP®, remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.

## **Item 11 – Code of Ethics**

H Financial Management has created a code of ethics that is designed to help educate and monitor the business conduct of our office staff. The code emphasizes the firm's fiduciary duty to clients and produces a heavy burden on the staff to maintain client confidentiality.

Garrett S. Hoge, Clair L. Hawkins, Jeffrey Karns or other employees of H Financial Management may occasionally buy or sell securities for their own accounts. The firm may or may not recommend these securities to clients since recommendations vary according to an individual client's specific needs and circumstances. Additionally, staff members may use automatic rebalancing programs that will actively reallocate and may buy or sell securities without consideration of client holdings. These securities are publicly traded, and it is highly unlikely that transactions in the personal accounts of the firm's employees could adversely affect the price or performance of the securities.

Should an employee become aware of any non-public information regarding a security, it is the firm's policy that the employees not act on such information for his/her own benefit or for the benefit of clients and report the information to H Financial Management (and the proper regulatory authorities, if warranted).

## **Item 12 – Brokerage Practices**

In the event that the client requests that HFM recommend a broker-dealer/custodian for execution and/or custodial services, HFM generally recommends that investment HFM accounts be maintained at Fidelity. Prior to engaging HFM to provide investment management services, the client will be required to enter into a formal Investment Advisory Agreement with HFM setting forth the terms and conditions under which HFM shall advise on the client's assets, and a separate custodial/clearing agreement with each designated broker-dealer/custodian.

Factors that HFM considers in recommending Fidelity (or any other broker-dealer/custodian to clients) include historical relationship with HFM, financial strength, reputation, execution capabilities, pricing, research, and service. H Financial Management has an established history with Fidelity and feels that the company characterizes industry leadership in its practices.

**Non-Soft Dollar Research and Benefits:** Although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, HFM can receive from Fidelity (or another broker-dealer/custodian, investment manager, platform or fund sponsor, or vendor) without cost (and/or at a discount) support services and/or products, certain of which assist HFM to better monitor and service client accounts maintained at such institutions. Included within the support services that may be obtained by HFM may be investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related

publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings, and other educational and/or social events, marketing support-including client events, computer hardware and/or software and/or other products used by HFM in furtherance of its investment advisory business operations.

As indicated above, certain of the support services and/or products that may be received may assist HFM in managing and administering client accounts. Others do not directly provide such assistance, but rather assist HFM to manage and further develop its business enterprise.

HFM's clients do not pay more for investment transactions effected and/or assets maintained at Fidelity as a result of this arrangement. There is no corresponding commitment made by HFM to Fidelity or any other any entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as result of the above arrangement.

**HFM's Chief Compliance Officer, Garrett S. Hoge, CFP®, remains available to address any questions that a client or prospective client may have regarding the above arrangements and the corresponding conflict of interest presented by such arrangements.**

**Directed Brokerage.** HFM recommends that its clients utilize the brokerage and custodial services provided by Fidelity. HFM generally does not accept directed brokerage arrangements (when a client requires that account transactions be effected through a specific broker-dealer). In such client directed arrangements, the client will negotiate terms and arrangements for their account with that broker-dealer, and HFM will not seek better execution services or prices from other broker-dealers or be able to "batch" the client's transactions for execution through other broker-dealers with orders for other accounts managed by HFM. As a result, a client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case. **Please Note:** In the event that the client directs HFM to effect securities transactions for the client's accounts through a specific broker-dealer, the client correspondingly acknowledges that such direction may cause the accounts to incur higher commissions or transaction costs than the accounts would otherwise incur had the client determined to effect account transactions through alternative clearing arrangements that may be available through HFM. Higher transaction costs adversely impact account performance. **Please Also Note:** Transactions for directed accounts will generally be executed following the execution of portfolio transactions for non-directed accounts.

**Order Aggregation.** Transactions for each client account generally will be effected independently, unless HFM decides to purchase or sell the same securities for several clients at approximately the same time. HFM may (but is not obligated to) combine or "bunch" such orders to obtain best execution, to negotiate more favorable commission rates or to allocate equitably among HFM's clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among clients in proportion to the purchase and sale orders placed for each client account on any given day. HFM shall not receive any additional compensation or remuneration as a result of such aggregation.

### **Item 13 – Review of Accounts**

For those clients to whom HFM provides investment supervisory services, account reviews are conducted on an ongoing basis by the HFM investment professional. All investment supervisory clients are advised that it remains their responsibility to advise HFM of any changes in their investment objectives and/or financial situation. All clients (in person or via telephone) are encouraged to review financial planning issues (to the extent applicable), investment objectives and account performance with HFM on an annual basis. HFM may conduct account reviews on an other than periodic basis upon the occurrence of a triggering event, such as a change in client investment objectives and/or financial situation, market corrections and client request.

Clients are provided with written transaction confirmation notices, and a written summary account statement directly from the broker-dealer/custodian, at least quarterly. HFM may also provide a written periodic report summarizing account activity and performance.

### **Item 14 – Client Referrals and Other Compensation**

As indicated at Item 12 above, HFM can receive from Fidelity without cost (and/or at a discount), support services and/or products. HFM's clients do not pay more for investment transactions effected and/or assets maintained at Fidelity as result of this arrangement. There is no corresponding commitment made by HFM to Fidelity or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a result of the above arrangements. **HFM's Chief Compliance Officer, Garrett S. Hoge, CFP®, remains available to address any questions that a client or prospective client may have regarding the above arrangements and the corresponding conflict of interest presented by such arrangements.**

HFM does not compensate individuals or entities for prospective client introductions.

### **Item 15 – Custody**

HFM shall have the ability to deduct its advisory fee from the client's Fidelity account on a quarterly basis. Clients are provided with written transaction confirmation notices, and a written summary account statement directly from Fidelity, at least quarterly

**Please Note:** To the extent that HFM provides clients with periodic account statements or reports, the client is urged to compare any statement or report provided by HFM with the account statements received from the account custodian. **Please Also Note:** The account custodian does not verify the accuracy of HFM's advisory fee calculation.

In addition, certain clients may establish asset transfer authorizations that permit the qualified custodian to rely upon instructions from HFM to transfer client funds or securities to third parties. To the extent

applicable, these arrangements will be disclosed at Item 9 of Part 1 of Form ADV. However, in accordance with the guidance provided in the SEC's February 21, 2017 *Investment Adviser Association* No-Action Letter, the affected accounts are not subject to an annual surprise CPA examination. **ANY QUESTIONS: HFM's Chief Compliance Officer, Garrett Hoge, remains available to address any questions that a client or prospective client may have regarding custody-related issues.**

#### **Item 16 – Investment Discretion**

The client can determine to engage HFM to provide investment advisory services on a discretionary basis. Prior to HFM assuming discretionary authority over a client's account, the client shall be required to execute an Investment Advisory Agreement, naming HFM as the client's attorney and agent in fact, granting HFM full authority to buy, sell, or otherwise effect investment transactions involving the assets in the client's name found in the discretionary account.

Clients who engage HFM on a discretionary basis may, at any time, impose restrictions, in writing, on HFM's discretionary authority (i.e. limit the types/amounts of particular securities purchased for their account, exclude the ability to purchase securities with an inverse relationship to the market, limit or proscribe HFM's use of margin, etc.).

#### **Item 17 – Voting Client Securities**

H Financial Management does not vote proxies on behalf of clients. The proxies are sent from the custodian or Investment Company directly to the client's address of record. The client is welcome to vote proxies as they see fit. H Financial Management does not make recommendations as to how or for whom to vote.

#### **Item 18 – Financial Information**

Registered Investment Advisors are required in this item to provide you with certain financial information or disclosures about HFM's financial condition. H Financial Management has no financial commitment that impairs its ability to meet its financial obligations and fiduciary commitments to clients and has not been the subject of a bankruptcy proceeding.

#### **Item 19 – Requirements for State-Registered Advisers**

If this disclosure brochure was not delivered to the client at least 48 hours prior to the client entering into any written or oral advisory agreement with this investment adviser, then the client has the right to terminate the agreement without penalty within five business days after entering into the agreement. For the purposes of this provision, an agreement is considered entered into when all parties to the agreement have signed the agreement, or in the case of an oral agreement otherwise signified their acceptance.

## **Item 20 – Other Business Activities**

H Financial Management is a registered investment adviser and offers investment advice for a fee. However, Investment Adviser Representatives (IARs) who are individuals registered with H Financial Management have multiple business activities that are material to the securities industry. Many of the IARs registered with H Financial Management are also registered representatives (investment brokers) with a broker/dealer named Triad Advisors, LLC member FINRA/SIPC.

This outside business affiliation allows those registered representatives to earn commissions on various securities trades. While the vast majority of business conducted from this office is performed for an advisory fee under HFM, there are times where a commission based product may be suitable and warranted. Under no circumstances do HFM registered investment advisers collect commissions and fees on the same transaction.

## **Item 21 – Additional Compensation**

As disclosed in previous sections, additional compensation can be earned by members of HFM. Such compensation could include commissions from the purchase or sale of securities or insurance products, and income from outside business activities. Additionally, members of H Financial Management could be invited to due diligence meetings at the request of investment companies or other industry organizations. On occasion, travel reimbursements are made by those companies that extended the invitation. Also, from time to time, HFM may receive reimbursement for some expenses incurred in hosting client and/or marketing events. While these payments may only reimburse travel or entertainment expenses, the appearance of “pay for production” may exist and as such the potential conflict of interest exists.

In order to be clear, accounts that are held at Fidelity Institutional Wealth Services do not allow for any commission payments of any kind to be paid to H Financial Management or any of its direct members. HFM’s investment management fees, as described in Item 5, are shown on the Fidelity investment statements.

**ANY QUESTIONS: HFM’s Chief Compliance Officer, Garrett S. Hoge, CFP®, remains available to address any questions regarding this Part 2A.**



## **Item 22 – Privacy Policy**

H Financial Management provides a variety of investment advisory and financial planning services to clients who have contracted for these services.\* As a result, H Financial Management is required to communicate its policies related to the privacy of customer information. We are proud of our privacy protection practices and procedures and we want you to know how we protect your information and use this information to service your account. Please take a moment to review our privacy policy as described below:

In order to facilitate the servicing of your account, H Financial Management may receive nonpublic personal information about you from the following sources:

- Information we receive from you on questionnaires, applications, account opening documents or other forms
- Information about your transactions with us or others
- Information we receive from a consumer reporting agency
- Information we received from other sources with your consent
- Information we receive from Triad Advisors, LLC, the H Financial Management broker-dealer (for example, securities transaction information)

We do not disclose any nonpublic personal information about you to anyone, except as permitted by law. Such disclosure may include the following:

- Disclosures to affiliates, including affiliated service providers (for example, insurance agencies for processing of variable insurance applications on your behalf)
- Disclosures to your chosen broker-dealer firm (for example, to establish a brokerage account on your behalf)
- Disclosures to government agencies, securities regulators and law enforcement officials (for example, for tax reporting, under a court order or to protect our legal rights)
- Disclosures to other organizations, with your consent (for example, other investment adviser firms in order to open a managed account with their firm or the brokerage firm they utilize)
- Disclosures to other persons you authorize to obtain such information (for example, a CPA who will be preparing your tax return)
- Disclosures to Triad Advisors, LLC, the H Financial Management broker-dealer (for example, to establish a brokerage account on your behalf)

H Financial Management restricts access to your personal and account information to those of its employees who need to know that information to provide products or services to you. H Financial maintains physical, electronic, and procedural safeguards to guard your nonpublic personal information

We will continue to adhere to the privacy policies and practices as described in this notice if you decide to close your account(s) or become an inactive customer.

If you have any questions concerning the H Financial Management privacy policies and procedures, please feel free to contact us at 724-745-9406.

## **Item 23 – Brochure Supplements**

### **Brochure Supplement (September 10, 2020)**

#### **Adviser Representative:**

Garrett Hoge  
400 Southpointe Blvd., #420  
Canonsburg, PA 15317  
(724) 745-9406

#### **Company:**

H Financial Management  
400 Southpointe Blvd., #420  
Canonsburg, PA 15317  
(724) 745-9406

This “Brochure Supplement” provides information about Garrett Hoge that supplements the information found in the H Financial Management Brochure. You should have already received a copy of that brochure. Please contact Garrett S. Hoge if you did not receive H Financial Management’s advisory firm brochure or if you have any questions about the contents of this supplement.

Additional information about Garrett S. Hoge is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

#### **Educational Background and Business Experience**

Garrett S. Hoge has successfully completed a Bachelor’s degree program at West Liberty University. Additional details follow:

Name: Garrett S. Hoge

Date of Birth: June 3, 1949

#### **Education:**

Penn State University and  
West Liberty University  
B.A. Pre-Law – 1971

#### **Certifications/Designations:**

Certified Financial Planner (CFP®)  
Master of Science (MS)  
Chartered Life Underwriter (CLU®)  
Chartered Financial Consultant (ChFC®)  
Holds Series 7, 6, 24, 51, 63, 65

**Five Year Business Background:**

1981 to Present – President & CEO - H Financial Management

Garrett S. Hoge is an investment adviser representative (IAR) of H Financial Management.

2009 to Present – H Financial Management – Garrett is a Registered Representative of Triad Advisors, LLC, Atlanta, Georgia. Triad is a registered broker/dealer member FINRA/SIPC.

**Disciplinary Information**

A. Garrett S. Hoge has not been the subject of a criminal or civil action in any domestic, foreign or military court of competent jurisdiction.

B. Garrett S. Hoge has never had an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority.

C. Garrett S. Hoge has never been the subject of a self-regulatory organization (SRO) proceeding.

D. Garrett S. Hoge has never been involved in any other proceeding in which a professional attainment, designation, or license was revoked or suspended because of a violation of rules relating to professional conduct.

**Other Business Activities**

A. Garrett S. Hoge is actively involved as an insurance agent and offers insurance products that could produce commissions with regard to sales of insurance products.

**Additional Compensation**

Garrett S. Hoge receives no economic benefit from any non-client individuals for providing advisory services. However, commissions could be received by the sale of securities and insurance related products. If a commission will be made, the client will be informed through prospectus documents of the product as well as other disclosure forms that will evidence the compensation.

**Supervision**

Garrett S. Hoge is a registered principal at the office of supervisory jurisdiction (OSJ) at 400 Southpointe Blvd. Suite #420 Canonsburg, PA 15317 for Triad Advisors LLC in Norcross, GA. Garrett's activities then are supervised by a registered principal at Triad Advisors, LLC in Norcross, GA.

## **Brochure Supplement (September 10, 2020)**

### **Adviser Representative:**

Clair L. Hawkins  
P.O. Box 695 / 256 High Street  
Morgantown, WV 26507  
(304) 292-6837

### **Company:**

H Financial Management  
P.O. Box 695 / 256 High Street  
Morgantown, WV 26507  
(304) 292-6837

This “Brochure Supplement” provides information about Clair L. Hawkins that supplements the information found in the H Financial Management Brochure. You should have already received a copy of that brochure. Please contact Clair L. Hawkins if you did not receive H Financial Management’s advisory firm brochure or if you have any questions about the contents of this supplement.

Additional information about Clair L. Hawkins is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Educational Background and Business Experience**

Clair L. Hawkins has successfully completed a Bachelor’s degree program at West Virginia University. Additional details follow:

Name: Clair L. Hawkins

Date of Birth: February 4, 1945

Education:

West Virginia University  
Bachelor of Science in Business/Education

Certifications/Designations:

Chartered Life Underwriter (CLU®)  
Registered Financial Consultant (RFC®)  
Chartered Financial Consultant (ChFC®)  
Holds Series 1, 63

### **Five Year Business Background:**

1981 to Present – H Financial Management

Clair L. Hawkins is an investment adviser representative (IAR) of H Financial Management.

2009 to Present – H Financial Management – Clair is a Registered Representative of Triad Advisors, LLC, Atlanta, Georgia. Triad is a registered broker/dealer member FINRA/SIPC.

### **Disciplinary Information**

A. Clair L. Hawkins has not been the subject of a criminal or civil action in any domestic, foreign or military court of competent jurisdiction.

B. Clair L. Hawkins has never had an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority.

C. Clair L. Hawkins has never been the subject of a self-regulatory organization (SRO) proceeding.

D. Clair L. Hawkins has never been involved in any other proceeding in which a professional attainment, designation, or license was revoked or suspended because of a violation of rules relating to professional conduct.

### **Other Business Activities**

A. Clair L. Hawkins & Associates; Not Investment Related; 256 High Street, Morgantown, WV 26505; Life Insurance; Agent; 1982; 28-30 Hrs/Month; 1-2 Hrs During Trading; Life Insurance Agent

B. Noumenon Corporation; Investment Related; 256 High Street, Morgantown, WV 26505; Gas Wells; Limited Partner; 1982; 0 Hrs/Month; Not Compensated; No Duties

C. Inner City Professional Realty; Investment Related; 240 High Street, Morgantown, WV 26505; Rental Properties; Limited Partner; 1982; 0 Hrs/Month; Not Compensated; No Duties

### **Additional Compensation**

Clair L. Hawkins receives no economic benefit from any non-client individuals for providing advisory services. However, commissions could be received by the sale of securities and insurance related products. If a commission will be made, the client will be informed through prospectus documents of the product as well as other disclosure forms that will evidence the compensation.

### **Supervision**

Clair L. Hawkins is supervised by Garrett S. Hoge, a registered principal at the office of supervisory jurisdiction (OSJ) at 400 Southpointe Blvd. Suite #420 Canonsburg, PA 15317 for Triad Advisors, LLC in Norcross, GA.

## Brochure Supplement (September 10, 2020)

### Adviser Representative:

Jeffrey Karns  
400 Southpointe Blvd., #420  
Canonsburg, PA 15317  
(724) 745-9406

### Company:

H Financial Management  
400 Southpointe Blvd., #420  
Canonsburg, PA 15317  
(724) 745-9406

This “Brochure Supplement” provides information about Jeffrey Karns that supplements the information found in the H Financial Management Brochure. You should have already received a copy of that brochure. Please contact Jeffrey Karns if you did not receive H Financial Management’s advisory firm brochure or if you have any questions about the contents of this supplement.

Additional information about Jeffrey Karns is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Educational Background and Business Experience**

Jeffrey Karns has successfully completed a Bachelor’s degree program at Westminster College.  
Jeffrey Karns has successfully completed a Master’s degree program at Clarion University of Pennsylvania.

Additional details follow:

Name: Jeffrey Karns

Date of Birth: February 7, 1978

Education

Westminster College - Bachelor of Science in Accounting

Clarion University of Pennsylvania - Master of Business Administration

Certifications/Designations:

Holds Series 7 & 66

### **Five Year Business Background:**

2005 to 2012 – Ayco Company, LP

2012 to Present – H Financial Management

Jeffrey A. Karns is an investment adviser representative (IAR) of H Financial Management.

2012 to Present – H Financial Management – Jeff is a Registered Representative of Triad Advisors, LLC, Atlanta, Georgia. Triad is a registered broker/dealer member FINRA/SIPC.

**Disciplinary Information**

- A. Jeffrey Karns has not been the subject of a criminal or civil action in any domestic, foreign or military court of competent jurisdiction.
- B. Jeffrey Karns has never had an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority.
- C. Jeffrey Karns has never been the subject of a self-regulatory organization (SRO) proceeding.
- D. Jeffrey Karns has never been involved in any other proceeding in which a professional attainment, designation, or license was revoked or suspended because of a violation of rules relating to professional conduct.

**Other Business Activities**

- A. Jeffrey Karns is not actively engaged in any other investment-related business or occupation.

**Additional Compensation**

Jeffrey Karns receives no economic benefit from any non-client individuals for providing advisory services. However, commissions could be received by the sale of securities related products. If a commission will be made, the client will be informed through prospectus documents of the product as well as other disclosure forms that will evidence the compensation.

**Supervision**

Jeffrey Karns is supervised by Garrett S. Hoge, a registered principal at the office of supervisory jurisdiction (OSJ) at 400 Southpointe Blvd. Suite #420 Canonsburg, PA 15317 for Triad Advisors, LLC in Norcross, GA.

## Brochure Supplement (September 10, 2020)

### Adviser Representative:

Kent D. Aloia  
400 Southpointe Blvd., #420  
Canonsburg, PA 15317  
(724) 745-9406

### Company:

H Financial Management  
400 Southpointe Blvd., #420  
Canonsburg, PA 15317  
(724) 745-9406

This “Brochure Supplement” provides information about Kent D. Aloia that supplements the information found in the H Financial Management Brochure. You should have already received a copy of that brochure. Please contact Kent D. Aloia if you did not receive H Financial Management’s advisory firm brochure or if you have any questions about the contents of this supplement.

Additional information about Kent D. Aloia is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Educational Background and Business Experience**

Kent D. Aloia has successfully completed a Bachelor’s degree program at the Pennsylvania State University.

Additional details follow:

Name: Kent D. Aloia

Date of Birth: February 20, 1985

#### Education

The Pennsylvania State University - Bachelor of Science in Finance  
The Pennsylvania State University - Bachelor of Arts in Economics

#### Certifications/Designations:

Holds Series 7, 24, 63, 66  
Licensed Life, Accident & Health Insurance agent  
Certified Financial Planner (CFP®) designation  
Accredited Investment Fiduciary (AIF®) designation

### **Five Year Business Background:**

2007 to Present – H Financial Management

Kent D. Aloia is an investment adviser representative (IAR) of H Financial Management.



2009 to Present – H Financial Management – Kent is a Registered Representative of Triad Advisors, LLC, Atlanta, Georgia. Triad is a registered broker/dealer member FINRA/SIPC.

**Disciplinary Information**

- A. Kent D. Aloia has not been the subject of a criminal or civil action in any domestic, foreign or military court of competent jurisdiction.
- B. Kent D. Aloia has never had an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority.
- C. Kent D. Aloia has never been the subject of a self-regulatory organization (SRO) proceeding.
- D. Kent D. Aloia has never been involved in any other proceeding in which a professional attainment, designation, or license was revoked or suspended because of a violation of rules relating to professional conduct.

**Other Business Activities**

- A. Kent D. Aloia is not actively engaged in any other investment-related business or occupation.

**Additional Compensation**

Kent D. Aloia receives no economic benefit from any non-client individuals for providing advisory services. However, commissions could be received by the sale of securities related products. If a commission will be made, the client will be informed through prospectus documents of the product as well as other disclosure forms that will evidence the compensation.

**Supervision**

Kent D. Aloia is supervised by Garrett S. Hoge, a registered principal at the office of supervisory jurisdiction (OSJ) at 400 Southpointe Blvd. Suite #420 Canonsburg, PA 15317 for Triad Advisors, LLC in Norcross, GA.

## Brochure Supplement (September 10, 2020)

### Adviser Representative:

Jessica Lee  
400 Southpointe Blvd., #420  
Canonsburg, PA 15317  
(724) 745-9406

### Company:

H Financial Management  
400 Southpointe Blvd., #420  
Canonsburg, PA 15317  
(724) 745-9406

This “Brochure Supplement” provides information about Jessica Lee that supplements the information found in the H Financial Management Brochure. You should have already received a copy of that brochure. Please contact Jessica Lee if you did not receive H Financial Management’s advisory firm brochure or if you have any questions about the contents of this supplement.

Additional information about Jessica Lee is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Educational Background and Business Experience**

Jessica Lee has successfully completed a Bachelor’s degree program at Duke University.

Jessica Lee has successfully completed a Law degree program at the Duke University Law School.

Additional details follow:

Name: Jessica Lee

Date of Birth: September 2, 1969

#### Education

Duke University - Bachelor of Arts in English/Creative Writing, Music

Duke University School of Law – J.D. Law – Business & Entertainment

#### Certifications/Designations:

Holds Series 65

### **Five Year Business Background:**

2001 to Present – Owner - ViveVenture, LLC

2007 to Present – Vice-President - Pittsburgh Gateways Corp.

2020 to Present – H Financial Management

Jessica Lee is an investment adviser representative (IAR) of H Financial Management.

**Disciplinary Information**

- A. Jessica Lee has not been the subject of a criminal or civil action in any domestic, foreign or military court of competent jurisdiction.
- B. Jessica Lee has never had an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority.
- C. Jessica Lee has never been the subject of a self-regulatory organization (SRO) proceeding.
- D. Jessica Lee has never been involved in any other proceeding in which a professional attainment, designation, or license was revoked or suspended because of a violation of rules relating to professional conduct.

**Other Business Activities**

A. ViveVenture, LLC; Non-investment related; 108 Autumn Hill Drive Cranberry Township, PA 16066; Coaching & Music Production; Owner and Executive Managing Member; Duties - Music Production & Business/Individual Coaching; 1/29/2001; 40 hours per month; 10 hours per month during trading

**Additional Compensation**

Jessica Lee receives no economic benefit from any non-client individuals for providing advisory services. However, commissions could be received by the sale of securities related products. If a commission will be made, the client will be informed through prospectus documents of the product as well as other disclosure forms that will evidence the compensation.

**Supervision**

Jessica Lee is supervised by Garrett S. Hoge, a registered principal at the office of supervisory jurisdiction (OSJ) at 400 Southpointe Blvd. Suite #420 Canonsburg, PA 15317 for Triad Advisors, LLC in Norcross, GA.

### *Explanation of Designations*

#### **Certified Financial Planner® (CFP®)**

Those with the CFP® designation have demonstrated competency in all areas of financial planning. Candidates complete studies on over 100 topics, including stocks, bonds, taxes, insurance, retirement planning and estate planning. The program is administered by the Certified Financial Planner Board of Standards Inc. In addition to passing the CFP® certification exam, candidates must also complete qualifying work experience and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards.

A financial planner works with individuals to help them understand their options and make financial decisions suited to their personal financial situation and goals. Since, because of the nature of their work, a lot of trust is placed in these individuals, the CFP Board posts information on the financial planning process and current licensees, allowing clients of CFPs to verify if their financial planners' designations are in good standing.

#### **Chartered Life Underwriter (CLU®)**

For 85 years the CLU® has been the respected risk management credential for advisers. Designees have completed eight or more college-level courses representing an average study time of 400 hours. Topics for required courses include insurance and financial planning, life insurance law, estate planning, and planning for business owners and professionals. Elective courses include such advanced topics as income taxes, group benefits, retirement planning, and health insurance. CLU® designees must meet experience and continuing education requirements and must adhere to a high ethical standard. The mark is awarded by The American College, a non-profit educator with the top level of academic accreditation.

#### **Chartered Financial Consultant (ChFC®)**

The ChFC® designation has been a mark of excellence for almost thirty years and currently requires nine college-level courses, the most of any financial planning credential. Average study time to earn the ChFC® exceeds 450 hours. Required courses cover extensive education and application training in financial planning, income taxation, investments, and estate and retirement planning. Additional electives are chosen from such topics as macroeconomics, financial decisions for retirement, and executive compensation. ChFC® designees must meet experience requirements and adhere to continuing education and ethical standards. The credential is awarded by The American College, a non-profit educator with an 85-year heritage and the highest level of academic accreditation.

#### **Registered Financial Consultant (RFC®)**

According to the IARFC, this designation is given to advisers who “meet and document seven stringent requirements of education, experience, examination, integrity, licensing, ethics and a significant amount of continuing professional education.” Candidates must pass an examination, and must complete 40 hours of continuing education per year.

#### **Masters of Science (MS)**

The Masters of Science is an advanced program offered through the College of Financial Planning. The Masters of Science (MS) is a graduate degree recognizing one of the highest levels of expertise in the industry today. The program focuses on real world, critical thinking, and problem-solving skills to better help clients preserve their wealth or plot a course for retirement.