

# HD Wealth Strategies, LLC Wrap Fee Program Brochure

*This wrap fee program brochure provides information about the qualifications and business practices of HD Wealth Strategies, LLC. If you have any questions about the contents of this brochure, please contact us at (720) 287-0918 or by email at: [molly@hdwscolorado.com](mailto:molly@hdwscolorado.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 HD Wealth Strategies, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). HD Wealth Strategies, LLC's CRD number is: 286063.*

12303 Airport Way Suite 145  
Broomfield, CO, 80021  
(720) 287-0918  
[molly@hdwscolorado.com](mailto:molly@hdwscolorado.com)  
[www.hdwscolorado.com](http://www.hdwscolorado.com)

*Registration as an investment adviser does not imply a certain level of skill or training.*

Version Date: 9/11/2020

## **Item 2: Material Changes**

The material changes in this brochure from the last annual updating amendment of HD Wealth Strategies, LLC on 03/26/2020 are described below. Material changes relate to HD Wealth Strategies, LLC policies, practices or conflicts of interests only.

HD Wealth Strategies, LLC is applying for registration with the securities and exchange commission.

## Item 3: Table of Contents

### Form ADV Part 2A Appendix 1 – Wrap Fee Brochure

Item 1: Cover Page

Item 2: Material Changes.....ii

Item 3: Table of Contents..... iii

Item 4: Services Fees and Compensation..... 4

Item 5: Account Requirements and Types of Clients.....5

Item 6: Portfolio Manager Selection and Evaluation .....5

Item 7: Client Information Provided to Portfolio Managers .....10

Item 8: Client Contact with Portfolio Managers .....10

Item 9: Additional Information .....10

Item 10: Requirements for State Registered Advisers..... 13

Item 1: Cover Page .....15

Item 2: Educational Background and Business Experience .....16

Item 3: Disciplinary Information .....16

Item 4: Other Business Activities.....16

Item 5: Additional Compensation.....17

Item 6: Supervision .....17

Item 7: Requirements For State Registered Advisers.....17

Item 1: Cover Page .....18

Item 2: Educational Background and Business Experience .....19

Item 3: Disciplinary Information .....19

Item 4: Other Business Activities.....19

Item 5: Additional Compensation.....20

Item 6: Supervision .....20

Item 7: Requirements For State Registered Advisers.....20

Item 1: Cover Page .....21

Item 2: Educational Background and Business Experience .....22

Item 3: Disciplinary Information .....24

Item 4: Other Business Activities.....24

Item 5: Additional Compensation.....24

Item 6: Supervision .....24

Item 7: Requirements For State Registered Advisers.....24

## Item 4: Services Fees and Compensation

HD Wealth Strategies, LLC (hereinafter "HDWS") offers the following services to advisory clients:

### A. Description of Services

HDWS participates in and sponsors a wrap fee program, which allows HDWS to manage client accounts for a single fee that includes both portfolio management services and brokerage costs. The fee schedule is set forth below:

Total Assets Under Management	Quarterly Fee	Annual Fee
\$500,000 - \$1,000,000	0.375%	1.50%
\$1,000,001 - \$2,500,000	0.313%	1.25%
\$2,500,000 - \$4,000,000	0.250%	1.00%
\$4,000,000 - \$6,000,000	0.213%	0.85%
Over \$6,000,000	0.163%	0.65%

These fees are negotiable depending upon the needs of the client and complexity of the situation and the final fee schedule is attached as Exhibit II of the client contract.

The advisory fee is calculated using the value of the assets on the last business day of the prior billing period, taking into account the previous quarter's deposits and withdrawals. Fees are paid quarterly in advance. Refunds are given on a prorated basis, based on the number of days remaining in the billing period on the effective date of termination. The fee refunded will be the balance of the fees collected in advance minus the daily rate\* times the number of days in the billing period up to and including the effective date of termination. (\*The daily rate is calculated by dividing the annual fee by 360).

Clients may terminate the contract without penalty, for full refund, within five business days of signing the contract. Thereafter, clients may terminate the contract immediately upon written notice.

Advisory fees are withdrawn directly from the client's accounts with client written authorization. For fees deducted directly from client accounts, in states that require it, HDWS will:

- (A) Possess written authorization from the client to deduct advisory fees from an account held by a qualified custodian.
- (B) Utilize a custodian that sends at least quarterly statements reflecting all additions and deductions, including the amount of advisory fees.

(C) Send the client a written invoice upon fee deduction summarizing the fee and the amount of assets under management on which the fee was based.

### **B. Contribution Cost Factors**

The program may cost the client more or less than purchasing such services separately. There are several factors that bear upon the relative cost of the program, including the trading activity in the client's account, the adviser's ability to aggregate trades, and the cost of the services if provided separately (which in turn depends on the prices and specific services offered by different providers).

### **C. Additional Fees**

Clients who participate in the wrap fee program will not have to pay for transaction or trading fees. However, clients are still responsible for all other account fees, such as, transition fees if the account is moved to another broker, or internal investment expenses.

### **D. Compensation of Client Participation**

Neither HDWS, nor any representatives of HDWS receive any additional compensation beyond advisory fees for the participation of clients in the wrap fee program. However, compensation received may be more than what would have been received if client paid a different advisor separately for investment advice, brokerage, and other services. Therefore, HDWS may have a financial incentive to recommend the wrap fee program to clients.

## **Item 5: Account Requirements and Types of Clients**

HDWS generally provides its wrap fee program services to the following types of clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals

There is an account minimum of \$500,000, which may be waived by HDWS in its discretion.

## **Item 6: Portfolio Manager Selection and Evaluation**

### **A. Selecting/Reviewing Portfolio Managers**

HDWS will not select any outside portfolio managers for management of this wrap fee program. HDWS will be the sole portfolio manager for this wrap fee program.

### ***Standards Used to Calculate Portfolio Manager Performance***

HDWS will use industry standards to calculate portfolio manager performance.

### ***Review of Performance Information***

HDWS reviews the performance information to determine and verify its accuracy and compliance with presentation standards. The performance information is reviewed periodically and is reviewed by HDWS.

## **B. Related Persons**

HDWS and its personnel serve as the portfolio managers for all wrap fee program accounts. This is a conflict of interest in that no outside adviser assesses HDWS's management of the wrap fee program. However, HDWS addresses this conflict by acting in its clients' best interest consistent with its fiduciary duty as sponsor and portfolio manager of the wrap fee program.

## **C. Advisory Business**

HDWS offers portfolio management services to its wrap fee program participants as discussed in Section 4 above.

### ***Wrap Fee Portfolio Management***

HDWS offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. HDWS creates an Investment Policy Statement for each client, which outlines the client's current financial situation and then constructs a plan (the Investment Policy Statement) to aid in the selection of a portfolio that matches each client's specific situation. Portfolio management includes, but is not limited to, the following:

- Determine Investment strategy
- Personal investment policy
- Asset allocation
- Asset selection
- Assessment of risk tolerance
- Regular portfolio monitoring

HDWS evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. HDWS will request discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction; however, it may also provide non-discretionary portfolio management at the client's election. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client.

Portfolio management accounts participating in the wrap fee program will not have to pay for transaction or trading fees. HDWS will charge clients one fee and pay transaction fees using the advisory fee collected from the client. Certain other fees are not included in the wrap fee and are paid for separately by the client. These include, but are not limited to, charges imposed directly by a mutual fund or exchange traded fund, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions.

Accounts participating in the wrap fee program are not charged higher advisory fees based on trading activity. To address this conflict of interest, HDWS has negotiated with its custodian to pay an annual flat fee to cover trading costs, rather than pay per trade. HDWS will always act in the best interest of its clients consistent with its fiduciary duty as an investment adviser.

### ***Performance-Based Fees and Side-By-Side Management***

HDWS 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.

### ***Services Limited to Specific Types of Investments***

HDWS generally limits its investment advice to mutual funds, fixed income securities, equities, ETFs, unit investment trusts and structured products. HDWS may use other securities as well to help diversify a portfolio when applicable.

Clients should also be aware that for accounts where LPL Financial serves as the custodian, HDWS is limited to offering services and investment vehicles that are approved by LPL Financial, and may be prohibited from offering services and investment vehicles that may be available through other broker-dealers and custodians, some of which may be more suitable for a client's portfolio than the services and investment vehicles offered through LPL Financial.

### ***Client Tailored Services and Client Imposed Restrictions***

HDWS will tailor a program for each individual client. This will include an interview session to get to know the client's specific needs and requirements as well as a plan that will be executed by HDWS on behalf of the client.

Clients may impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs, which restrictions will be documented in the Investment Policy Statement. However, if the restrictions prevent HDWS from properly servicing the client account, or if the restrictions would require HDWS to deviate from its standard suite of services, HDWS reserves the right to end the relationship.

### ***Wrap Fee Programs***

HDWS sponsors and acts as portfolio manager for this wrap fee program. HDWS manages the investments in the wrap fee program. The fees paid to the wrap account program will be given to HDWS as a management fee.

### ***Amounts Under Management***

HDWS has the following assets under management:

Discretionary Amounts:	Non-Discretionary Amounts:	Date Calculated:
\$100,298,884	\$0.00	September 2020

### ***Methods of Analysis and Investment Strategies***

HDWS's methods of analysis include modern portfolio theory. Modern portfolio theory is a theory of investment which attempts to maximize portfolio expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, by carefully choosing the proportions of various assets.

HDWS also uses long term trading. It may also recommend use of margin to generate cash flow for clients, but not as part of its overall investment strategy.

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

### ***Material Risks Involved***

**Modern portfolio theory** assumes that investors are risk averse, 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.

**Long term trading** is designed to capture market rates of both return and risk. Frequent trading, when done, can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.

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

### ***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.

**Equity** investment generally refers to buying shares of stocks in return for receiving a future payment of dividends and/or capital gains if the value of the stock increases. The value of equity securities may fluctuate in response to specific situations for each company, industry conditions and the general economic environments.

**Fixed income** investments generally pay a return on a fixed schedule, though the amount of the payments can vary. This type of investment can include corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best known type of fixed income security. In general, the fixed income market is volatile and fixed income securities carry interest rate risk. (As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-term securities.) Fixed income securities also carry inflation risk, liquidity risk, call risk, and credit and default risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal. Risks of investing in foreign fixed income securities also include the general risk of non-U.S. investing described below.

**Exchange Traded Funds (ETFs):** An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest and the possibility of inadequate regulatory compliance.

**Unit Investment Trusts** will, generally speaking, inherit the risks of the underlying securities, and may not be appropriate for investors seeking capital preservation. Complex UITs are subject to a number of risks that include increased volatility and greater potential for loss, and are not suitable for all investors.

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

***Voting Client Proxies***

HDWS 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 7: Client Information Provided to Portfolio Managers**

All client information material to managing the portfolio (including basic information, risk tolerance, sophistication level, and income level) is provided to the portfolio manager. The portfolio manager will also have access to that information as it changes and is updated.

## **Item 8: Client Contact with Portfolio Managers**

HDWS places no restrictions on client ability to contact its portfolio managers. HDWS's representatives can be contacted during regular business hours and contact information is on the cover page of their respective Form ADV Part 2B brochure supplements.

## **Item 9: Additional Information**

### **A. Disciplinary Action and Other Financial Industry Activities**

There are no criminal, civil, administrative, or self-regulatory organization proceedings to report.

#### ***Registration as a Broker/Dealer or Broker/Dealer Representative***

Neither HDWS nor its representatives are registered as or have pending applications to become a broker/dealer or as representatives of a broker/dealer.

#### ***Registration as a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor***

Neither HDWS nor its representatives are registered as or have pending applications to become a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor.

#### ***Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests***

Steven Higgins and Allison Schmidt are registered representatives of LPL Financial and Molly Jeanne Cooper is a registered admin with LPL Financial. At this time, they may offer clients advice or products from those activities and clients should be aware that these services involve a conflict of interest. To mitigate this conflict of interest, HDWS always acts in the best interest of the client and clients always have the right to utilize or decline

the services of any representative of HDWS in connection with such individual's activities outside of HDWS.

### ***Selection of Other Advisors or Managers and How This Adviser is Compensated for Those Selections***

HDWS may utilize LPL Financial as third-party manager for smaller accounts. There is an inherent conflict of interest in that HDWS has an incentive to direct clients to third-party investment advisers that provide HDWS with a larger fee split. To mitigate this conflict, HDWS will always act in the best interests of the client, including when determining which third-party investment adviser to recommend to clients. HDWS will verify that all recommended advisers are properly licensed, notice filed, or exempt in the states where HDWS is recommending the adviser to clients.

## **B. Code of Ethics, Client Referrals, and Financial Information**

### ***Code of Ethics***

HDWS has a written Code of Ethics that covers the following areas:

- Prohibited Purchases and Sales
- Compliance Procedures
- Insider Trading
- Personal Securities Transactions
- Exempted Transactions
- Prohibited Activities
- Conflicts of Interest
- Gifts and Entertainment
- Confidentiality
- Service on a Board of Directors
- Compliance with Laws and Regulations
- Procedures and Reporting
- Certification of Compliance
- Reporting Violations
- Compliance Officer Duties
- Training and Education
- Recordkeeping
- Annual Review
- Sanctions

HDWS will do everything to mitigate conflicts of interest by (i) disclosing to the client any conflict of interest and (ii) always acting in the best interest of the client consistent with its fiduciary duty. ALL PROSPECTIVE AND CURRENT CLIENTS HAVE A RIGHT TO SEE THIS CODE OF ETHICS. FOR A COPY OF THE CODE OF ETHICS, PLEASE ASK US AT ANY TIME.

### ***Recommendations Involving Material Financial Interests***

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

### ***Investing Personal Money in the Same Securities as Clients***

From time to time, representatives of HDWS may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of HDWS 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 create a conflict of interest. HDWS 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.

### ***Trading Securities At/Around the Same Time as Clients' Securities***

From time to time, representatives of HDWS may buy or sell securities for themselves at or around the same time as clients. This may provide an opportunity for representatives of HDWS 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 create a conflict of interest; however, HDWS will never engage in trading that operates to the client's disadvantage when similar securities are being bought or sold.

### ***Frequency and Nature of Periodic Reviews and Who Makes Those Reviews***

Client accounts are reviewed at least quarterly only by Molly Cooper, Chief Compliance Officer. The CCO is instructed to review clients' accounts with regards to their investment policies and risk tolerance levels. All accounts at HDWS are assigned to this reviewer.

### ***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).

### ***Content and Frequency of Regular Reports Provided to Clients***

Each client will receive a quarterly statement detailing the client's account, including assets held, asset value, and calculation of fees, which will come from the custodian.

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

HDWS does not receive any economic benefit, directly or indirectly from any third party for advice rendered to HDWS clients.

***Compensation to Non – Advisory Personnel for Client Referrals***

HDWS does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

***Balance Sheet***

HDWS does not require nor solicit prepayment of more than \$500 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

***Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients***

Neither HDWS nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

***Bankruptcy Petitions in Previous Ten Years***

HDWS has not been the subject of a bankruptcy petition in the last ten years.

***Transition Assistance***

In connection with the transition of HDWS's clients to the LPL Financial custodial platform and Steven Higgins' and Allison Schmidt's association as a registered representative of LPL Financial, HDWS received financial transition support from LPL Financial in the form of a 3 year forgivable loan. The amount of the loan, paid to HDWS in June 2017, represents a substantial payment. Forgiveness of the loan, in whole or in part, is conditioned on Steven Higgins and Allison Schmidt remaining affiliated with LPL over three years.

<b>Item 10: Requirements for State Registered Advisers</b>
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***Material Relationships (If Any) With Issuers of Securities***

Neither HDWS, nor its management persons, has any relationship or arrangement with issuers of securities.



## Item 1: Cover Page

*This brochure supplement provides information about Molly Jeanne Cooper that supplements the HD Wealth Strategies, LLC brochure. You should have received a copy of that brochure. Please contact Molly Jeanne Cooper if you did not receive HD Wealth Strategies, LLC's brochure or if you have any questions about the contents of this supplement.*

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

# HD Wealth Strategies, LLC

Form ADV Part 2B – Individual Disclosure Brochure

*for*

## Molly Jeanne Cooper

Personal CRD Number: 6181705

Investment Adviser Representative

HD Wealth Strategies, LLC  
12303 Airport Way Suite 145  
Broomfield, CO 80021  
(720) 287-0918  
[molly@hdwscolorado.com](mailto:molly@hdwscolorado.com)

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

**Name:** Molly Jeanne Cooper      **Born:** 1990

### **Educational Background and Professional Designations:**

#### **Education:**

Bachelor of Arts Psychology/Theology, College of Saint Benedict - 2012

#### **Business Background:**

02/2017 - Present	Chief Compliance Officer HD Wealth Strategies, LLC
02/2017 - Present	Registered Admin. LPL Financial
06/2014 – 12/2016	Associate Financial Advisor Higgins & DeYoung Wealth Strategies
04/2013 - 03/2014	Financial Advisor Edward Jones
10/2012 - 04/2013	Client Service Associate Deml Insurance Agency

## **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**

Molly Jeanne Cooper is not engaged in any investment-related business or occupation (other than this advisory firm).



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

Molly Jeanne Cooper does not receive any economic benefit from any person, company, or organization, other than HD Wealth Strategies, LLC in exchange for providing clients advisory services through HD Wealth Strategies, LLC.

### **Item 6: Supervision**

As the Chief Compliance Officer of HD Wealth Strategies, LLC, Molly Jeanne Cooper supervises all activities of the firm. Molly Jeanne Cooper 's contact information is on the cover page of this disclosure document. Molly Jeanne Cooper adheres to applicable regulatory requirements, together with all policies and procedures outlined in the firm's code of ethics and compliance manual.

### **Item 7: Requirements For State Registered Advisers**

*This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

Molly Jeanne Cooper has no civil, administrative, or self-regulatory organization proceedings or arbitrations to report and has not been the subject of a bankruptcy petition.

## Item 1: Cover Page

*This brochure supplement provides information about Steven Grant Higgins that supplements the HD Wealth Strategies, LLC brochure. You should have received a copy of that brochure. Please contact Steven Grant Higgins if you did not receive HD Wealth Strategies, LLC's brochure or if you have any questions about the contents of this supplement.*

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

# HD Wealth Strategies, LLC

## Form ADV Part 2B – Individual Disclosure Brochure

*for*

### Steven Grant Higgins

Personal CRD Number: 4785771

Investment Adviser Representative

HD Wealth Strategies, LLC  
12303 Airport Way Suite 145  
Broomfield, CO 80021  
(720) 287-0918  
[steven@hdwscolorado.com](mailto:steven@hdwscolorado.com)

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

**Name:** Steven Grant Higgins      **Born:** 1979

### **Educational Background and Professional Designations:**

#### **Education:**

Bachelor of Science Political Science, North Dakota State University - 2001

#### **Business Background:**

03/2017 - Present	Principal HD Wealth Strategies, LLC
03/2017 - Present	Registered Representative LPL Financial
12/2010 – Present	Branch Manager Higgins & DeYoung Wealth Strategies
09/2010 - 05/2017	Financial Advisor Raymond James Financial Services
01/2006 - 09/2010	Financial Advisor Edward Jones Investments

## **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**

Steven Grant Higgins is a registered representative with LPL Financial. From time to time, he will offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. HD Wealth Strategies, LLC always

acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services any representative of HD Wealth Strategies, LLC in such individual's outside capacity.

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

Steven Grant Higgins does not receive any economic benefit from any person, company, or organization, other than HD Wealth Strategies, LLC in exchange for providing clients advisory services through HD Wealth Strategies, LLC.

### **Item 6: Supervision**

As a representative of HD Wealth Strategies, LLC, Steven Grant Higgins is supervised by Molly Jeanne Cooper, the firm's Chief Compliance Officer, who is responsible for ensuring that Steven Grant Higgins adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Molly Jeanne Cooper is (720) 287-0918.

### **Item 7: Requirements For State Registered Advisers**

*This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

Steven Grant Higgins has no civil, administrative, or self-regulatory organization proceedings or arbitrations to report and has not been the subject of a bankruptcy petition.

## Item 1: Cover Page

*This brochure supplement provides information about Allison Louise Schmidt that supplements the HD Wealth Strategies, LLC brochure. You should have received a copy of that brochure. Please contact Allison Louise Schmidt if you did not receive HD Wealth Strategies, LLC's brochure or if you have any questions about the contents of this supplement.*

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

# HD Wealth Strategies, LLC

## Form ADV Part 2B – Individual Disclosure Brochure

*for*

### Allison Louise Schmidt

Personal CRD Number: 5631247

Investment Adviser Representative

HD Wealth Strategies, LLC  
12303 Airport Way Suite 145  
Broomfield, CO 80021  
(720) 287-0918  
[allison@hdwscolorado.com](mailto:allison@hdwscolorado.com)

## Item 2: Educational Background and Business Experience

**Name:** Allison Louise Schmidt

**Born:** 1983

### **Educational Background and Professional Designations:**

#### **Education:**

Bachelor of Science - Accounting, Butler University - 2005

#### **Designations:**

##### **CFP® - Certified Financial Planner**

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- i. Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- ii. Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### ***CPA - Certified Public Accountant***

- CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination.
- In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services.
- In addition to the *Code of Professional Conduct*, AICPA members who provide personal financial planning services are required to follow the *Statement on Standards in Personal Financial Planning Services* (SSPFPS).

### **Business Background:**

03/2017 - Present	Principal HD Wealth Strategies, LLC
03/2017 - Present	Registered Representative LPL Financial
09/2010 - Present	Financial Advisor Higgins & DeYoung Wealth Strategies, LLC
01/2009 - 08/2010	Financial Advisor Edward Jones

### **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**

Allison Louise Schmidt is a registered representative with LPL Financial and a Financial Advisor with HD Wealth Strategies, LLC. From time to time, she will offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. HD Wealth Strategies, LLC always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services any representative of HD Wealth Strategies, LLC in such individual's outside capacity.

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

Allison Louise Schmidt does not receive any economic benefit from any person, company, or organization, other than HD Wealth Strategies, LLC in exchange for providing clients advisory services through HD Wealth Strategies, LLC.

### **Item 6: Supervision**

As a representative of HD Wealth Strategies, LLC, Allison Louise Schmidt is supervised by Molly Jeanne Cooper, the firm's Chief Compliance Officer, who is responsible for ensuring that Allison Louise Schmidt adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Molly Jeanne Cooper is (720) 287-0918.

### **Item 7: Requirements For State Registered Advisers**



*This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

Allison Louise Schmidt has no civil, administrative, or self-regulatory organization proceedings or arbitrations to report and has not been the subject of a bankruptcy petition.