



January 24, 2021

*82 Patton Avenue Suite 210  
Asheville, NC 28801*

This brochure provides information about the qualifications and business practices of Horizons Wealth Management, Inc. If you have any questions about the contents of this brochure, please contact us at 828-337-9395 or davidhunter@horizonswealth.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 Horizons Wealth Management, Inc. is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable IARD/CRD number for Horizons Wealth Management, Inc. is 127457.

Horizons Wealth Management, Inc. is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

## FORM ADV PART 2 BROCHURE

---

### Material Changes

Horizons Wealth Management, Inc. was established as a Registered Investment Advisor in 2007. Registration with the U.S. Securities and Exchange Commission was submitted in April 2019.

There have been the following material changes since the January 14, 2020 version:

No Material Changes.

Our brochure can be requested, at no charge, by contacting David Hunter, 828 337-9395 or [davidhunter@horizonswealth.com](mailto:davidhunter@horizonswealth.com).

## Table of Contents

MATERIAL CHANGES .....	1
ADVISORY BUSINESS .....	3
A. OUR SERVICES .....	3
B. INVESTMENT POLICY STATEMENTS .....	5
C. ASSETS UNDER MANAGEMENT .....	5
FEES AND COMPENSATION .....	6
PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT .....	6
TYPES OF CLIENTS .....	7
METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS .....	7
DISCIPLINARY INFORMATION .....	8
OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS .....	8
CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING ..	8
BROKERAGE PRACTICES .....	9
REVIEW OF ACCOUNTS .....	10
CLIENT REFERRALS AND OTHER COMPENSATION .....	11
CUSTODY .....	11
INVESTMENT DISCRETION .....	12
VOTING CLIENT SECURITIES .....	12
FINANCIAL INFORMATION .....	12
REQUIREMENTS FOR STATE REGISTERED INVESTORS .....	12
SUPERVISED PERSONNEL .....	13
DAVID S. HUNTER .....	13
GLEN J. MARTIN .....	13
SUSAN COOK .....	13
PRIVACY STATEMENT .....	15

## Advisory Business

Horizons Wealth Management (hereafter referred to as HWM) is an S-corporation, founded March 2007. HWM is a fee-only firm that serves individual clients, businesses and charitable organizations. David S. Hunter is the principal owner and Glen J. Martin is a minority owner.

### A. Our Services

HWM offers wealth management and financial planning services. We undertake a multi-step process with clients to determine their goals and tailor solutions to their needs.

#### *Level 1: Consultation/Initial Meeting*

Anyone may sit down and interview us about our services for absolutely no fee. This usually involves questions about our services, fees, philosophy, and investment strategies.

We offer consultations to individuals and business owners who feel they may only need a “check-up” of their current financial situation or general advice. During the consultation we can also discuss our detailed planning and/or wealth management services. Our hourly rate is \$200.

#### *Level 2: Financial Planning & Investment Analysis*

For clients requiring a more detailed financial plan we offer counsel in all areas of personal financial planning including retirement, investment, insurance, tax, and estate planning.

We work for a flat fee based on our hourly rate of \$200. We generally propose a flat fee for services that are agreed upon prior to starting a project, rather than an open-ended hourly arrangement. As fee-only planners, we abstain from any business arrangements or affiliations that would represent potential conflicts of interests. Therefore, we receive no other compensation, such as sales commissions.

Completing a Comprehensive Financial Plan entails the following steps:

- We gather all personal and financial information in order to thoroughly review a client’s complete financial situation.
- We then work collaboratively with the client to define their planning goals and objectives. Detailed financial projections are prepared utilizing a range of tools including Moneytree, a financial planning and Monte Carlo software.
- Questions such as ‘when can I retire?’, ‘how do I need to invest to get there?’ and ‘how will I afford to send my children to college?’ are answered.
- We provide a detailed analysis and recommendations on the client’s current investment portfolio.

- We carefully review all areas of the client's financial situation to make sure they fit their plan and goals.
- This process takes an average of four to eight weeks. Clients have the option to have us meet at their home for convenience, or our offices in Asheville, North Carolina, Greenville, South Carolina, or via GoToMeeting.
- Fees generally range from \$2,500 and up for straight forward financial plans and comprehensive recommendations and are quoted on the complexity of clients' individual situations.

We also provide an investment analysis service. The fee generally ranges from \$1000 and up.

### *Level 3: Wealth Management*

This service is primarily provided to clients as a continuation of the financial planning process (Level 2). Assets are held at a discount brokerage firm. Currently we use Shareholders Service Group as the broker and Pershing, LLC as the custodian for this service. For this select group of clients, we commit to serving as their full time personal financial advisor. Services performed for these clients include, but are not limited to, portfolio management, tax planning, cashflow management, and ongoing financial planning services. Our investment philosophy is based on asset allocation and seeks to lower risk and maximize returns by holding a portfolio diversified across different asset classes while avoiding market timing. Each portfolio is customized to fit clients' unique circumstances and risk tolerance.

In order to maintain the highest level of service to these clients, we constantly review and monitor our efficiency and effectiveness. Once we reach our maximum capacity, we will stop taking new clients or we will hire a new advisor to maintain excellent service. Because of this commitment, we will never compromise the level of service to our Wealth Management clients.

### *Wealth Management Fees*

Annual fees are based on percentage of assets under management. HWM's standard Wealth Management fee schedule is tiered as follows, with the resulting fee a blended rate of all the tiers:

<b>Assets Under Management</b>	<b>Annual Fee</b>
\$0 – \$1,000,000	.875%
\$1,000,001 – \$2,000,000	.75%
\$2,000,001- \$5,000,000	.60%
\$5,000,001 - \$10,000,000	.45%
\$10,000,000+	.30%

Our minimum Wealth Management fee is \$2000 per quarter.

We provide detailed ongoing reviews and quarterly reports to our Wealth Management clients. These reports provide all relevant information for monitoring their investments.

For mutual fund transactions (we use almost exclusively ETF's), we usually look for the share class closest to institutional and where possible we use institutional shares. Given that we are Fee-Only and have no 12b-1 or wrap fee programs. It is always in our client's best interest to own mutual fund shares that have the lowest expense ratios and carry no-load's.

### *Horizons Managed Portfolio Fees*

Our Horizons Managed Portfolio asset management service offers clients with smaller accounts and/or fewer financial planning needs access to our ongoing investment management. Assets are held at a discount brokerage firm. Currently we use Motif Investing as the broker and Pershing, LLC acts as the custodian for this service. We manage the models clients are invested in and rebalance as needed (maximum quarterly). Services performed for these clients do not include tax planning, cash management, quarterly reporting or ongoing financial planning. Horizons Managed Portfolio clients have access to our financial planning services on an a la carte basis at \$200/hour. Our investment philosophy is based on asset allocation and seeks to lower risk and maximize returns by holding a portfolio diversified across different asset classes while avoiding market timing.

<b>Assets Under Management</b>	<b>Quarterly Fee</b>	<b>Annual Equivalent</b>
\$0 – \$200,000	.0625%	.25%
\$200,001 & up	.125% (applies to total balance)	.50% (applies to total balance)

Horizons Managed Portfolio clients have online access (provided by Motif Investing) to their accounts to review all data at any time.

### *Business Retirement Services*

We provide consulting for business retirement plans and offer investment advisory services.

## **B. Investment Policy Statements**

Each client has a specific set of needs that we tailor an Investment Policy Statement (IPS) to fit. We also allow each Wealth Management client to instruct us as to individual securities they would like to own. We will manage and rebalance around these. In that case, we will have an IPS that puts all decisions for that security in the client's hands.

## **C. Assets Under Management**

As of December 31, 2020, we provide continuous management services to \$122,530,878. As of this time we have zero non-discretionary accounts.

## Fees and Compensation

### A. Fee schedule:

Refer to section A in Advisory Business. All fees are negotiable at HWM's discretion.

### B. Fee deductions:

On a quarterly basis we deduct fees from management accounts for most clients. Each client has the option of paying by check.

### C. 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 (ETFs). The fees that you may pay to our firm for investment advisory services are separate from the fees and expenses charged by mutual funds or ETFs (described in each fund's prospectus) to their shareholders. You will also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are imposed by the broker dealer and/or custodian from 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 full cost you will incur, you should review all the fees charged by mutual funds, ETFs, our firm and others. For information on our brokerage practices you can refer to the "Brokerage Practices" section of this Disclosure Brochure.

### D. Fees paid in advance:

We always receive management fees in arrears. They are prorated for time under management. Financial planning fees are paid half up front and half when the plan is delivered. Client has seven days from the time of signing to request refund which will be paid by check from HWM.

### E. Broker dealer selection:

Please refer to the "Brokerage Practices" section of the Brochure.

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

We do not accept performance-based fees or participate in side-by-side management agreements. Our fees are calculated as described in the "Advisory Business" section above and are not charged on the basis of a share of capital gains or appreciation of the funds in your advisory account.

## Types of Clients

Traditionally we work with individuals, business owners and charitable organizations. We have the ability to manage trusts and advise company retirement plans. We do not implement a minimum management account size. We evaluate each client relationship to decide whether we will accept a given level of assets under management.

## Methods of Analysis, Investment Strategies and Risk of Loss

### A. Methods of analysis and investment strategy:

HWM uses strategic asset allocation, primarily using exchange traded funds as the investment vehicle. Each individual client's portfolio is based on an Investment Policy Statement (IPS) agreement which dictates a client's asset mix and risk tolerance. Each IPS is decided upon based on a risk questionnaire and approved by each client before implementation. An IPS can be changed at each client's request or as circumstances change. HWM will rebalance according to the IPS as needed. There are no guarantees of investment performance. There is a risk of investment loss anytime you purchase assets. Past performance is in no way an indication of future performance.

### B. Material risk:

HWM makes every effort to not engage in frequent trading but to the extent that it is necessary, it can increase trading costs and possibly increase tax liabilities. HWM takes this into consideration along with the IPS before placing any trades for Wealth Management clients. Any investment used could be subject to change unpredictably. HWM uses mostly index investments to minimize the risks associated with individual businesses. HWM primarily uses ETFs and to a lesser extent mutual funds. Although these are diversified investments to the extent they invest in smaller companies or companies in a particular industry, they can still have concentration risk. ETFs trade throughout the day which may increase volatility of the investment and allow it to trade away from its net asset value. To the extent portfolios are invested in overseas assets, currency and geopolitical risks can affect performance. HWM may also invest in individual bonds including municipal issues and treasuries. We currently work with First Southern Securities as our bond broker. Municipal bonds may carry additional default risk since each holding is backed by the individual issuer.

Occasionally we may use exchange traded notes (ETNs). They are subject to default risk of the sponsoring entity. HWM has taken this into consideration before using them in any portfolios.

In general, the higher the anticipated return of an investment, the higher the risk of loss associated with it.



## Disciplinary Information

HWM has been registered and providing investment advisory services since 2007 and David S. Hunter, our President, has been engaged in the financial service industry since 2001. Glen Martin has been engaged in the financial service industry since 1999. Susan Cook has been engaged in the financial service industry since 2015. Neither our firm nor any of our associated persons has any disciplinary history.

## Other Financial Industry Activities and Affiliations

We have not provided information on other financial industry activities and affiliations. We do not have any relationships or arrangements that are material to our advisory business with any of the entities listed below:

Broker-dealer, municipal securities dealer, or government securities dealer or broker;  
Investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or “hedge fund,” and offshore fund);  
Other investment advisor or financial planner;  
Futures commission merchant, commodity pool operator, or commodity trading advisor;  
Banking or thrift institution;  
Accountant or accounting firm;  
Lawyer or law firm;  
Insurance company or agency;  
Pension consultant;  
Real estate broker or dealer;  
Sponsor or syndicator of limited partnerships.

## Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

### A. Description of code of ethics:

We have adopted a code of ethics that sets the standard of conduct expected to comply with applicable securities law. Our goal is to protect your interests at all times and to demonstrate our commitment to our fiduciary duties. We adhere strictly to these guidelines. Additionally, we maintain and enforce written policies reasonably designed to prevent the misuse or dissemination of material non-public information about

you or your accounts. You may contact us at 828-337-9395 to obtain a copy of our code of ethics. It is the responsibility of all supervisory personnel and employees to ensure that HWM conducts its business with the highest level of ethical standards and in keeping with its fiduciary duties to its clients.

#### B. Personal trading practices:

HWM prohibits buying or selling the same security as we have bought or sold on that day for a client, since it would be possible to profit from trading the same day in the same security (unless trades are part of “Block Trades” as described below, including but not limited to HWM Motif model portfolios). Although we cannot trade the same day in the same security, it still may be possible to profit from front running client trades. For this reason, all trades except for those that are a part of block trades must be preapproved and documented quarterly by advisory personnel. We believe this mitigates any potential unethical trading practices.

## Brokerage Practices

We recommend the brokerage and custodial services of Folio Investments (“Folio”), Shareholders Service Group, LLC (“SSG”) & Motif Investing; SSG & Motif outsource custodial services to Pershing, LLC, a subsidiary of The Bank of New York Mellon Corporation, and a member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation (SIPC). Folio and SSG offer independent investment advisors services, including custody of client securities, trade execution, clearance and settlement of transactions, daily research, and investment information. We believe that Folio, SSG & Motif provide quality execution services for you at competitive prices.

As a result of our relationship with Folio, SSG & Motif, we may receive certain benefits that include financial publications, information about particular companies, industries, computer software, e.g. customized statements and reporting features. These products and services provide lawful and appropriate assistance to our firm in the performance of our investment decision-making responsibilities.

In suggesting a broker dealer, we will endeavor to select those brokers or dealers that will provide the best services at the lowest commission rates possible. The reasonableness of commissions is based on several factors, including the broker’s ability to provide professional services, competitive commission rates, volume discounts, execution price negotiations, the broker’s reputation, experience and financial stability of the broker or dealer, and the quality of service rendered by the broker or dealer in other transactions. However, it may be the case that the recommended broker charges a higher fee than another broker charges for a particular type of service, such as commission rates.

Clients may utilize the broker/dealer of their choice and have no obligation to purchase or sell securities through such broker as the firm recommends. We, however, might not be able to see your accounts through our software and you may have to provide us with account statements. In these cases we are not able to provide performance reporting.

Best execution is not measured solely by reference to commission rates. Paying a broker a higher commission rate than another broker might charge is permissible if the difference in cost is reasonably justified by the quality of the brokerage services offered. We do not obligate ourselves to seek the lowest transaction charges in all cases except to the extent that it contributes to the overall goal of obtaining the best results for your account.

The advisor is not affiliated with the brokerage firm. The broker does not supervise the advisor, its agents or activities.

### **Brokerage for Client Referrals**

We do not receive client referrals from broker-dealers in exchange for cash or other compensation, such as brokerage services or research.

### **Block Trades**

Transactions for each client may be effected independently, unless we decide to purchase or sell the same securities for several clients at approximately the same time. We may, but are not obligated to, combine multiple orders for shares of the same securities purchased for advisory accounts we manage (this practice is commonly referred to as “block trading”). We will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportionate to the size of the account, but it is not based on account performance or the amount or structure of management fees. Subject to our discretion regarding factual and market conditions, when we combine orders, each participating account pays an average price per share for all transactions.

## **Review of Accounts**

HWM reviews Wealth Management client accounts at least quarterly, and for the most part monthly. This review includes comparing the portfolio to the IPS on file. In addition, if when reviewing securities, one particular security becomes an issue, we will make a change in all accounts. Removal of the security triggers a review of all accounts that the security was held in. If a client requests a withdrawal or makes a deposit, this will also trigger a review of their account.

HWM also reviews financial projections bi-annually or as requested by clients. A review of the financial plan would also be triggered when notified of a substantial change in the client's circumstances. A review is also available upon request of the client.

The reviews are conducted primarily by:

David S. Hunter, President

Glen J. Martin, Secretary

Susan J. Cook, Financial Planner

HWM provides quarterly aggregated reports to each Wealth Management client. This includes a cover letter with our commentary, and client portfolio reports. We also provide semi-monthly e-newsletters.

## Client Referrals and Other Compensation

Incoming referrals may come from current clients and other sources. Outgoing referrals may be sent to other professionals including attorneys and accountants. HWM does not accept referral fees or any other forms of remuneration from other professionals when making referrals.

## Custody

HWM registers and complies with the following law being that we have Custody. The reason we have been deemed to have custody is because we have access to some client's usernames and passwords for their active 401k or held away accounts. By having access to these credentials, we therefore have "Custody". We only use the passwords to manage the investments within and to aggregate data for client reporting, all with the client's knowledge.

As paying agents for our firm, our clients' independent custodians directly debit client account(s) for the payment of our advisory fees. This ability to deduct our advisory fees from client accounts causes our firm to exercise limited custody over client funds or securities. We do not have physical custody of any client funds and/or securities. Client funds and securities are held with a broker-dealer or other qualified custodian. Clients receive account statements from the custodian holding their funds and securities at least quarterly, and for the most part monthly. The account statements from the custodians indicate the amount of our advisory fees deducted from client accounts each billing period. These statements can be reviewed for accuracy. Our invoices sent directly to clients can be compared with custodian transactions. We are not affiliated with the custodians, and the custodians do not supervise the advisor, its agents or activities.

Some clients may execute limited powers of attorney or other standing letters of authorization that permit the firm to transfer money from their account with the client's independent qualified Custodian to third-parties. This authorization to direct the Custodian may be deemed to cause our firm to exercise limited custody over your funds or securities and for regulatory reporting purposes, we are required to keep track of the number of clients and accounts for which we may have this ability.

## Investment Discretion

HWM will use the Investment Policy Statement (IPS) and investment advisory agreement to outline our discretion before managing assets. In the IPS clients can indicate specific parameters that we are to abide by, such as specific sectors or industries that we may not invest in. Account applications have limited power of attorney which the client signs to provide the broker dealer with our trading authorization.

Please refer to the "Advisory Business" section of this Brochure for more information on our discretionary management services.

## Voting Client Securities

We currently do not vote proxies for any client. You will receive your proxies directly from the custodian. Should you need to discuss any questions about a particular solicitation, you can contact HWM.

## Financial Information

We are not required to provide financial information to our clients because we do not:

Require the payment of more than \$1,200 in fees and/or six or more months in advance;

Have a financial condition that is reasonably likely to impair our ability to meet our commitments to you.

## Requirements for State Registered Investors

Employees giving investment advice must have a professional designation that is on par with the CFP® designation. Other acceptable designations may include the CFA designation or PFS designation.

## Supervised Personnel

### David S. Hunter

Year of Birth – 1979

*Formal Education After High School:*

Western Carolina University

5/01 – B.S. Business Administration (Finance)

7/04 – CFP® designation

*Business Background Preceding Five Years:*

Horizons Wealth Management, Inc. Asheville, NC. 4/07 – Present, Owner/Financial Planner

### Glen J. Martin

Year of Birth – 1969

*Formal Education After High School:*

U.S. Air Force Academy

5/91 – B.S. Management

Colorado State University

8/96 – Master of Business Administration (MBA)

9/02 – CFP® designation

*Business Background Preceding Five Years:*

Horizons Wealth Management, Inc. Asheville, NC. 4/07 – Present, Owner/Financial Planner

### Susan Cook

Year of Birth – 1969

*Formal Education After High School:*

University of Canterbury, Christchurch New Zealand

12/88 – B.A. Political Science/American Studies

12/89 – Graduate Diploma, Journalism

University of Missouri-Columbia

5/95 – M.A. (Journalism – Media Management)

4/17 – CFP® designation

*Business Background Preceding Five Years:*

Horizons Wealth Management, Inc. Asheville, NC. 8/15 – Present, Financial Planner

2006 – 2017: Owner/Proprietor Rough and Tumble Bush Lodge, New Zealand

Owner/Manager of commercial and residential real estate

No employees of HWM are currently involved in any other financial services businesses.

We are not compensated with performance-based fees.

No employee of HWM has been involved in any of the following:

An investment or an investment-related business or activity;

Fraud, false statement(s), or omissions;

Theft, embezzlement, or other wrongful taking of property;

Bribery, forgery, counterfeiting, or extortion; or

Dishonest, unfair, or unethical practices.

## Privacy Statement

The Gramm-Leach-Bliley Act requires us to annually, explain to you our policy regarding the usage of information you have given to us.

### I. OUR CORPORATE PRIVACY POLICY

Your privacy is important to us. At Horizons Wealth Management Inc., we understand that the information we have about you is private. It is used for Horizons Wealth Management Inc., purposes only. Employees have access to your information, and are authorized to review it, only for the purposes of carrying out their official duties and responsibilities in serving you. They are required to keep customer information confidential.

### II. CATEGORIES OF INFORMATION WE COLLECT

As a regulated Investment Advisor, Horizons Wealth Management Inc. collects the following non-public personal information about you and always with your permission:

Information we receive from you verbally, on questionnaires, applications or other forms;

Information about your transactions with us or our affiliates; and

Information we receive from third parties to whom you have given permission to provide us with information about you.

### III. NON-DISCLOSURE OF PERSONAL INFORMATION

Horizons Wealth Management Inc. does not disclose any non-public personal information about our customers or former customers to anyone, except as permitted or required by law or with your express permission or request. We maintain physical, electronic and procedural safeguards that comply with our profession's standards to guard your non-public personal information, including protection in the course of its disposal.

Your privacy is important to us. It is the foundation of a trusting relationship. For questions regarding our privacy policy, please call David Hunter at 828.337.9395.

#### Trade Errors

In the event that a trading error occurs in your account, our policy is to restore your account to the position it should have been had the trading error not occurred. Depending on the circumstances, corrective actions may include cancelling the trade, adjusting an allocation, and/or reimbursing the account. If a trade error results in a profit, you will keep the profit.