

Heritage Investment Group, Inc.
Customer Relationship Summary – (Updated February 2024)
Item 1. Introduction

Heritage Investment Group, Inc. ("Heritage") is an investment adviser registered with the U.S. Securities and Exchange Commission. Investment advisory services and fees differ from those of broker-dealer firms; therefore, it is important to understand the differences. Educational information regarding investment advisors, broker-dealers and investing can be located at [Investor.gov/CRS](https://investor.gov/CRS).

Item 2. Relationships and Services

"What investment services and advice can you provide me?"

Description of Services and Monitoring

We provide investment advisory services (not brokerage services) to individual/retail/institutional investors, including asset management, financial planning, and investment consulting. Reviews of your accounts will be conducted at least quarterly, by one or more of our Investment Advisory Representatives (IARs). The review process includes a review of your goals and objectives, evaluation of the strategy which has been employed, and monitoring the portfolio. As part of our standard services, we review our client accounts regularly and meet with clients at their request. Factors that trigger reviews include changes to our investment recommendations and changes to your financial situation and/or investment needs. Our financial planning services are included as part of our asset management services. Should we create a stand-alone plan, reviews would be conducted on an "as needed" basis.

Investment Authority

Heritage typically offers our asset management on a **discretionary** basis. Discretionary asset management allows Heritage the limited authority to trade and rebalance your accounts without requesting permission each time a transaction is placed. Our level of authority is determined at the beginning of our relationship with you in our advisory agreement but can be changed upon request.

Investment Offerings

While we can advise on any investment asset, our investment recommendations are primarily focused on investments in mutual funds, ETFs, equities, and federal/state/local bonds. To open and maintain an account, Heritage has a minimum relationship size of \$1,000,000, but at its discretion, accepts accounts/clients below this minimum.

Additional Information

For additional Information, please see our [Form ADV Part 2A](https://adviserinfo.sec.gov/firm/summary/113204) (with special emphasis on Items 4, 7, and 16 of Part 2A) available at <https://adviserinfo.sec.gov/firm/summary/113204>.

Conversation Starters*

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- How will you choose investments to recommend to me?
- What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

"What fees will I pay?"

Heritage's fees are based on the type(s) of service(s) we provide.

For asset management, we bill an annual asset-based fee paid quarterly in advance. The fee is charged as a percentage of the assets that we manage and is tiered. Typically, the percentage fee will decline when the assets under management are in excess of a listed dollar amount as indicated on your Heritage advisory contract, however, the dollar fee will be higher as the value of the account increases. Therefore, we have an incentive to encourage you to increase the assets in your account(s).

Financial planning services are provided in connection with our asset management services at no additional charge. Our services also include the selection of investment vehicles.

It should be noted that legal and/or accounting fees for Heritage's affiliated legal and accounting professionals, MacLean & Ema P.A. and Hinkle, Rhine & Root, LLC are separate and distinct from investment related fees and expenses.

Other Fees and Costs: Some investments, such as mutual funds and ETFs, have additional fees. Those fees include operating expenses. You may also pay other fees to the custodian of your assets. These include, but may not be limited to, commissions on transactions, fees for wire transfers, stop payments on checks, account maintenance fees, duplicate check or statement fees, overnight delivery charges, returned check, and asset transfer fees.

Additional Information: You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. More detailed information about our fees and costs are included in our [Form ADV Part 2A](https://adviserinfo.sec.gov/firm/summary/113204) (Item 5), available at <https://adviserinfo.sec.gov/firm/summary/113204>

* Consider asking your financial professional these questions.

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Conversation Starters*

- Help me understand how these fees and costs might affect my investments.
- If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

“What are your legal obligations to me when acting as my investment adviser?”

When we act as your investment adviser, we must act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice, we provide you. Here are some examples to help you understand what this means.

For example, it should be noted that Heritage may recommend to you the use of legal and accounting services provided by affiliated persons and their firms. Although this practice is helpful in the coordination of wealth management process, it represents a potential conflict of interest in that each affiliated party benefits financially from your use of each respective service should you choose to engage them.

In addition, we recommend independent broker/dealer-custodians, such as Charles Schwab, Fidelity, or other qualified custodians. In light of these recommendations, Heritage participates in, and has agreements with, these respective firms whereby they offer their services to Heritage clients (and other independent investment advisors). We do NOT receive any direct monetary compensation from any custodian for trade execution. However, Fidelity and Schwab offer Heritage clients a variety of services with varying commission and fee schedules that change from time to time. We incur direct costs from these broker/custodians that vary, and they reduce these costs when a specified asset threshold is reached. This causes a potential conflict of interest because we have an incentive to recommend the broker/custodian that will waive certain costs once a specified asset level is reached. To address this conflict, we present to each client the services and costs of each broker/custodian as previously noted. These arrangements and additional information about other conflicts of interest are discussed in more detail in our [Form ADV Part 2A](https://adviserinfo.sec.gov/firm/summary/113204), available at <https://adviserinfo.sec.gov/firm/summary/113204>

“How else does your firm make money and what conflicts of interest do you have?”

Our only compensation is through the asset management fee that we charge as described above.

Conversation Starter*

- How might your conflicts of interest affect me, and how will you address them?

“How do your financial professionals make money?”

Our IARs are compensated through salaries and/or a portion of revenue we receive for the advisory services. The portion paid to your IAR does not vary based on the type of investments that are recommended. Separately, certain members of Heritage own, operate, or work at a law firm and independent accounting/consulting firm. These Heritage members would receive compensation from their respective firms should you choose to engage them for legal and/or accounting services.

Item 4. Disciplinary History

“Do you or your financial professionals have legal or disciplinary history?”

No – Neither the Firm nor any of our IARs have a disciplinary history. We invite you to visit Investor.gov/CRS for a free and simple search tool to research our Firm and IARs.

Conversation Starters*

- As a financial professional, do you have any disciplinary history?
- For what type of conduct?

Item 5. Additional Information

We encourage you to seek out additional information about our investment advisory services in our Form ADV Brochure on Investor.gov or adviserinfo.sec.gov. Alternatively, you can call Heritage at (954) 785-5400 to speak with us directly and request a copy of this relationship summary.

Conversation Starters*

- Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer?
- Who can I talk to if I have concerns about how this person is treating me?