



Item 1: Introduction

The Heaton Hoppes Group, LLC dba Cedar Valley Wealth Advisors (“we”, “us” or “our”) is registered with the U.S. Securities Exchange Commission (“SEC”) as an investment adviser. Investment advisory services and fees differ from those of a registered broker-dealer, and it is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at www.Investor.gov/CRS. The site also provides educational materials about broker-dealers, investment advisers and investing.

Item 2: Relationships and Services

What investment services and advice can you provide me?

We provide investment advisory services, including discretionary investment management to individuals, trusts and sole-proprietors (our “retail investors”). We provide these through two levels of service offerings. For our clients in need of financial planning as well as investment management of taxable accounts (accounts other than IRAs and Roth IRAs), we offer our Portfolio Management Services level of service. For our clients who are not in need of financial planning and are only in need of investment services for their retirement type accounts (IRAs and Roth IRAs) valued at \$400,000 or less, we offer our IRA Fiduciary Advisors level of service.

With both levels of service, we continuously monitor the underlying securities in your account(s) and conduct a formal review at least annually. When you grant us discretionary authority through our service agreement and a limited power of attorney at your custodian, we have the authority to buy, sell or hold securities, cash or other investments in your account(s) without first consulting with you. Our clients’ accounts typically consist of no-load, institutional, low-cost mutual funds. The mutual funds offered by Dimensional Fund Advisors (DFA) are typically recommended due to their low-cost nature and ability to capture market-like returns for the asset classes represented by the funds. We do not offer advice only on proprietary products or a limited menu of products or types of investments. Although no minimum account or portfolio size is required to engage our services, we do require a minimum quarterly fee of \$1,500 for our Portfolio Management level of service and a minimum annual fee of \$100 for our IRA Fiduciary Advisors level of service.

Additional Information: For more detailed information about our Advisory Business and the Types of Clients we generally serve, please see Items 4 and 7, respectively in our ADV Part 2A. (See link to ADV Part 2A at bottom of page 2.)

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?

We provide our investment advisory services on a fee basis, and our annual advisor fee is based on a client’s total advised assets. Advised assets generally consist of the client’s securities account(s) on which we manage the assets. Because our advisor fee is calculated as a percentage of assets under management, the more assets you have in your account(s), the more you will pay us for our investment management services. Therefore, we have an incentive to encourage you to increase the assets maintained in accounts that we manage for you to a point where we earn more than our minimum fee. For clients who engage us for Portfolio Management Services, our annual advisor fee is 1% of the first \$600,000 of assets plus 0.50% of any assets over \$600,000. Clients are billed at the end of each calendar quarter for one quarter (1/4) of the annual fee. Fees are calculated based on the value of the client’s account(s) at the end of the previous quarter. (The minimum quarterly fee is \$1,500.) Along with our advisory fee, we charge a one-time administrative set-up fee that will not exceed \$1,000. For clients who engage us for IRA Fiduciary Advisors services, our annual advisor fee is 0.70% of assets. Clients are billed an annual fee after the end of each calendar year. Fees are calculated based on the value of the client’s account(s) as of the end of the previous year. (The minimum annual fee is \$100.) Along with our advisory fee, we charge \$150 to set up one Traditional IRA or one Roth IRA. If both IRA types are set up at the same time, we charge \$250.

Other Fees and Costs: In addition to our advisory fee and administration fee (fee to set-up account(s)) described above, we will charge the following transaction based fees to our IRA Fiduciary Advisors clients when certain services are provided: Account

transfers cost \$50 per transfer, One-time deposits or distributions cost \$25 per deposit/distribution, Set-up of periodic deposits or distributions costs \$50 per set-up, Address change costs \$25 per update, Standard beneficiary change costs \$25, Custom beneficiary change costs \$50, and Client initiated contacts cost \$100 per hour after the first hour per calendar year. For clients using either our Portfolio Management Services level of service or our IRA Fiduciary Advisors services, account(s) will be held with a qualified custodian. Custodians generally charge commissions and/or transaction fees for effecting certain securities transactions. Additionally, mutual funds have certain fees associated with the management of the fund. Mutual fund expenses are described in each fund's prospectus.

Additional Information: You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. For more detailed information about our fees and costs related to our management of your account(s), please see Items 5 in our ADV Part 2A. (See link to ADV Part 2A at bottom of page 2.)

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

When we act as your investment adviser, we have to 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. As an example, we may recommend specific custodians to custody your account(s), and we may receive support services and/or products from those custodians. While using the specific custodians help us to better monitor and service your account(s), our firm may also benefit from the availability of certain products and services at no cost to us or at reduced costs.

Conversation Starters: *How might your conflicts of interest affect me, and how will you address them?*

Additional Information: For more detailed information about our conflicts of interest, please see our ADV Part 2A. (See link to ADV Part 2A at bottom of page 2.)

How do your financial professionals make money?

Our financial professionals are compensated with a regular salary. A financial professional that may also have an ownership interest in our firm may receive a profit-sharing distribution based on that ownership interest.

Item 4: Disciplinary History

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

No. We encourage you to visit www.investor.gov/CRS to research our firm and our financial professional.

Conversation Starters: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Item 5: Additional Information

Additional information about our investment advisory services is available on the SEC's website www.adviserinfo.sec.gov by searching CRD #115511. You may also contact our Chief Compliance Officer, Karla Hoppes, at any time to request a current copy of our ADV Part 2A or our ADV Part 3 (Relationship Summary). Karla may be reached by phone at (319) 266-6507.

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?*

A copy of our ADV Part 2A is available at:

https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=696826