

Item 1. Introduction

Heritage Financial Advisors is registered with the Securities and Exchange Commission (SEC) as an investment adviser.

Fees for brokerage and investment advisory services differ, and it is important for you to understand these differences. You can use free and simple online tools to research firms and financial professionals by visiting Investor.gov/CRS. This website 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?

Our firm offers investment advisory services to retail investors. As disclosed in our Form ADV Parts 1A and we offer investment consultation and investment management services that depending upon each client's unique circumstances or specific request may be general in nature or focused on particular areas of interest or need. The majority of the firm's activities involve providing management of client assets. We also furnish investment advice through consultations that does not include continuous management of an account, as well as financial planning services. As disclosed in our Form ADV Part 2A, Item 8, our firm primarily recommends portfolios which are generally constructed based on the principles of Modern Portfolio Theory. Typically, cost-efficient index mutual funds and ETFs are researched and selected for each asset class in the model allocation. Existing positions within a client account will also be evaluated and may be recommended to remain when deemed appropriate. Our firm does not participate in a wrap program.

How we monitor your accounts:

As described in Item 13 of our Form ADV Part 2A brochure, we review accounts on both a scheduled and an unscheduled basis, as follows:

Scheduled Reviews: Investment management services accounts are periodically reviewed throughout the year by the assigned investment advisor representative, supervisory personnel, or a qualified independent entity engaged by the firm.

Unscheduled Reviews: Additional unscheduled reviews may be triggered by news or research related to a specific holding, a change in the firm's view of the investment merits of a holding, or news related to the macroeconomic climate affecting a sector or holding within that sector. Accounts may also be reviewed when being considered for an additional holding or an increase in a current position. Account cash levels above or below that deemed appropriate for the investment environment, given the client's stated tolerance for risk and investment objectives, may also trigger a review.

Investment authority

As disclosed in Item 16 of our Form ADV Part 2A firm brochure, Heritage Financial Advisors, LLC provides investment management services to its clients via a nondiscretionary account agreement. Therefore, before the firm is able to implement an investment decision on behalf of an account, such as a purchase or sale of a security, the client must grant the firm the authority to do so.

Limited investment offerings

Our firm does not make available or offer advice with respect only to proprietary products or a limited selection of types of products.

Account Minimums and Other Requirements

The firm provides its services to individual investors, trusts, estates, charitable organizations, foundations, and businesses of various scale. Heritage Financial Advisors, LLC requires minimum income levels or dollar-value of assets for its financial planning, investment consultation or investment management model portfolios. Our minimum annual fixed fee may make it impractical for our investment management services for smaller accounts (i.e., below \$20,000), therefore, we will typically recommend an hourly investment consulting engagement as an alternative. Customized portfolios generally require a minimum of \$1 million in account assets. For additional information, please see our firm's Form ADV Part 2A which provides the information found in this document as well as additional information and details.

Ask your financial professional

- *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?

A tiered, annualized asset-based fee (paid quarterly, in arrears) is assessed for model portfolios that are calculated based upon the end of the reporting period's value for those assets under its management. The firm has a tiered fee structure with a maximum AUM percentage fee of 1.10%. Hourly fees for financial planning and incidental investment consulting services are \$150 to \$200 per hour. Fixed fees may also be offered and based on the complexity of the client's issues and the anticipated number of hours estimated to provide the requested services, multiplied by the current hourly rate. For complete information on our fees, please see Item 5 of firm's Form ADV Part 2.

Fees paid to our advisory firm for its services are separate from any charges the client may pay for mutual funds, ETFs or other investments of this type. The firm does not receive "trailer" or SEC Rule 12b-1 fees from any investment company. Fees charged by issuers are detailed in prospectuses or product descriptions, and clients are encouraged to read these documents before investing. The firm and its associates receive none of these described or similar fees or charges. Our firm does not charge or receive a commission or a mark-up on securities transactions, nor will the firm or an associate be paid a commission on the purchase of a securities holding. We do not receive "trailer" or SEC Rule 12b-1 fees from an investment company that may be recommended to a client. Sasha Wright is a licensed insurance agent in the states of Michigan and Ohio and may earn commissions from the sale of insurance contracts.

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 additional information**, please see Items 4 and 5 of the firm's Form ADV Part 2A which describe our services and fees in more detail, as well as Item 11 which discusses conflicts of interest as well as our Code of Ethics and standards of conduct.

Ask your financial professional:

- *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 that we provide you. Here are some examples to help you understand what this means:

As described in Item 12 of our Form ADV Part 2A, Client assets must be maintained in an account at a "qualified custodian".

When a client has engaged the firm to provide investment management services, we will frequently recommend the use of the institutional services division of Charles Schwab & Company, Inc. ("Schwab"), a FINRA and SIPC member.¹

The institutional platform services Schwab provides our firm include, among others, brokerage, custody, and other related services. Schwab services assist our firm in managing and administering clients' accounts include software and other technology that:

- provide access to client account data (such as trade confirmations and account statements)
- facilitate trade execution and allocate aggregated trade orders for multiple client accounts
- provide limited research, securities pricing and other market data
- facilitate payment of fees from clients' accounts
- online document storage of client accounts held at Schwab
- assist with certain back-office functions, recordkeeping and client reporting

Schwab also offers other services intended to help our firm manage and further develop its advisory practice. Such services include, but are not limited to, performance reporting, industry publications, access to educational conferences and webinars, access to other third-party service providers that provide a wide array of business-related services and technology with whom the firm may directly contract. Many of Schwab's services are generally available on an unsolicited basis (our firm does not have to request them) and at no charge to our firm as long as we maintain client account assets with Schwab. Even under these circumstances, Schwab may charge account holders transaction-related fees for certain securities trades executed through them.

Schwab provides our firm with certain brokerage and research products and services that may qualify as "brokerage or research services" under Section 28(e) of the Securities Exchange Act of 1934. The availability of these services from Schwab benefits our firm because it does not have to separately produce or purchase them. Heritage Financial Advisors, LLC does not have to pay for these services as long as its clients maintain assets in accounts with Schwab. Beyond that, these services are not contingent upon our firm committing any specific amount of business to Schwab in trading commissions or assets in their custody. However, this is a potential conflict of interest since our firm may have an incentive to select or recommend a custodian based on our firm's interests in receiving research or other products or services made available to our firm rather than on our clients' interest in receiving more favorable trade execution.

Ask your financial professional:

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

For additional information, please see our firm's Form ADV Part 2A brochure which discusses all this information in greater detail.

How do your financial professionals make money?

Our Firm makes money by charging a fee based on a percentage of assets under management for investment advisory services or an hourly fee for financial planning, and investment advisory services. Our financial professionals receive a percentage of those fees and if they hold an insurance license will receive a commission from any insurance product they sell.

Item 4. Disciplinary History

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

No, none of the firm's financial professionals have legal or disciplinary history. Please visit Investor.gov/CRS for a free and simple search tool to research you and your financial professionals.

Ask your financial professional:

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

Item 5. Additional Information

For additional information about our services, please refer to the firm's Form ADV Part 2A which discloses all the information in this customer relationship summary document and provides greater detail. If you would like additional, up-to-date information or a copy of this disclosure, please call 419-887-5887.

Ask your financial professional:

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

¹ Heritage Financial Advisors, LLC is not, nor required to be, a FINRA or Securities Investor Protection Corporation (SIPC) member. A client may learn more about the SIPC and how it serves member firms and the investing public by going to its website at <http://www.sipc.org>.