

Heritage Wealth Architects, Inc.
Form CRS Client Relationship Summary
June 22, 2020

Item 1. Introduction

- A. **Heritage Wealth Architects, Inc. is registered with the Securities and Exchange Commission as an investment advisor and we provide investment advisory services rather than brokerage services.** Investment advisory services and brokerage services and fees differ and it is important for the retail investor to understand the differences. This document gives you a summary of the types of services we provide and how you pay. Please ask us for more information.
- B. Free and simple tools are available to research firms and financial professionals at www.Investor.gov/CRS which also provides educational materials about broker-dealers, investment advisors, and investing.

Item 2. Relationships and Services

What investment services and advice can you provide me?

Services: We provide investment advisory services, financial planning services, educational seminars, retirement plan consulting, pension consulting services to the plan participants, selection of other unaffiliated money managers for clients and business consulting services to retail investors.

Monitoring: As a part of our standard services, we monitor your investment account on a quarterly basis or when an event triggers a review. Financial plans, once prepared and delivered to you are not reviewed again unless you request a review. We will discuss your investment goals, design with you a strategy to achieve your investment goals.

Investment Authority: We buy and sell investments in your account without asking you in advance, this is called “**discretionary authority**”. We may give you advice and you decide what investments to buy and sell, this is called “**non-discretionary authority**”. We offer both discretionary and non-discretionary authority accounts.

Investment Offerings: Our investment advice is not limited to a particular type of security. We provide advice on stocks, bonds, certificates of deposit, municipal securities, mutual funds and options in securities.

Account Minimums: Our cumulative minimum account requirement for opening and maintaining an account is \$75,000. This is negotiable.

Additional Information: Our firm was initially registered with the Minnesota state securities regulators as of February 22, 2012. As of April 6, 2018 the firm registered with the Securities and Exchange Commission (SEC). The principal owner of the firm is James S. Knapp, President/Chief Executive Officer (CEO).

Ask us for our Form ADV Part 2A Brochure for complete details about our services and fees.

Questions you should 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?

Principal Fees and Costs: You will pay an on-going negotiable **asset-based fee** of 0.25% to 1.50% at the beginning of each quarter for our services, based on the value of the cash and investments in your advisory account. The more assets there are in your advisory account, the more you will pay in fees, and the firm may therefore have an incentive to encourage you to increase the assets in your account. Our negotiable **hourly fee** for investment advisory advice and/or financial planning is \$350 per hour. Our negotiable **fixed fee** range of \$1,500 to \$50,000 per financial plan or business consulting project.

Other Fees and Costs: You are responsible for all custodial and securities broker-dealer execution fees charged by the custodian and executing broker-dealer. Our asset-based fee is separate and distinct from the custodian and broker-dealer execution fees. Some investments (such as mutual funds) impose additional fees that will reduce the value of your investment over time.

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. Refer to our Form ADV Part 2A Brochure, Item 5.A.B.C.D. for more detailed information about our fees.*

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

B. Standard of Conduct

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. Here are some examples to help you understand what this means.

Potential Conflicts: The more assets there are in your advisory account, the more you will pay in fees, and the firm may therefore have an incentive to encourage you to increase the assets in your account.

James Knapp is licensed to sell insurance products to you. He receives compensation as a commission for that sale and this creates a conflict of interest. All costs associated with the insurance product will be disclosed to you prior to the sale. You always have the right to choose any firm or insurance agent to purchase insurance products.

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

Additional Information: Other than what has been stated above concerning insurance licensed individuals, we do not have any relationships or arrangements with any other entity.

How do your financial professionals make money?

We are paid by the asset-based fee that is charged to your investment account. The more assets you have in your advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. We are also compensated by our hourly and fixed fees and we receive commissions from the sale of insurance products to you.

Item 4. Disciplinary History

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

No disciplinary history to report. Free and simple search tools are available to retail investors who visit www.investor.gov/CRS to research our firm and financial professionals.

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

Item 5. Additional Information

Contact James S. Knapp, President/CEO Phone: (651) 289-6444 for additional information and an up to date copy of the relationship summary; or visit our website at: www.heritagewealtharchitects.com

*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?*