

## Introduction

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HIGHLAND Financial Advisors, LLC (HIGHLAND) is an Investment Adviser registered with the Securities and Exchange Commission (“SEC”). We feel it is important to for you to understand how advisory and brokerage services and fees differ in order to determine which type of account or service is right for you.

There are free and simple tools available to research firms and financial professionals at [www.investor.gov/crs](http://www.investor.gov/crs), which also provides educational materials about investment advisers, broker-dealers, and investing.

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

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As an investment adviser, HIGHLAND serves as a fiduciary at all times offering investment advisory services to retail investors for an ongoing asset-based fee based on the value of your portfolio. Our fiduciary advisory services include investment management and comprehensive financial planning, including the initial advice and the monitoring of all advice for the duration of the engagement. In addition to an Analyst regularly monitoring your investments, a Wealth Advisor will periodically monitor and review your investments with you, and will provide advice and monitoring for any financial goal including, retirement income planning, cash flow analysis, mortgage and debt management, insurance coverages, estate documents and planning, corporate benefits, and college planning. Please refer to Item 4 of our [Form ADV Part 2A](#) for further information.

We do not limit our advice and services to proprietary products or a limited menu of products or investments.

We manage accounts on a discretionary basis, which means we do not need to call you when buying or selling investments in your account. You will sign an investment management agreement and limited power of attorney giving us this authority. This agreement will remain in place until you or we terminate our relationship. Please refer to Item 16 of our [Form ADV Part 2A](#) for further information.

Our minimum portfolio size requirement is typically \$1,000,000, although we do offer lower minimums for young professionals with our Upswing Advisor service.

### *Questions to Ask Us:*

- *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?*

## What fees will I pay?

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Fees and costs affect the value of your account over time and vary depending on certain factors. Please ask your Wealth Advisor to give you personalized information on the fees and costs you will pay. All of our services are covered by an ongoing asset-based fee based on the value of your portfolio at the time the engagement, and then adjusted based on the total portfolio value at each annual anniversary. Our annual fees range between 0.25% and 1.00% of the portfolio value.

HIGHLAND seeks to avoid material conflicts of interest. We do not receive any commissions or third-party compensation either directly or indirectly for any product or advice we provide to you. Our incentive is to increase the value of your portfolio over time, which will increase our fees over time.

The broker-dealer (“custodian”) that holds your assets can charge you a transaction fee when we buy or sell an investment for you. These transaction fees are in addition to our advisory fee. Some investments, such as mutual funds and exchange traded funds charge management and operations fees that will reduce the value of your investments over time.

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. Please refer to Item 5 of our Form ADV Part 2A for further information.

*Question to Ask Us:*

- *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?*

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

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**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.

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

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We are only compensated by our clients. We do not receive any commissions or third-party compensation directly or indirectly as a result of any product or advice we provide to you.

HIGHLAND's revenue is from the advisory fees we collect from our clients' accounts each quarter. We have an incentive to increase the amount of investments we manage, which could bias our advice towards investing more rather than paying off debt or recommending you not have investments that we do not manage. However, we believe by us adjusting your fee on an annual basis, we are not as conflicted as an advisor that may adjust your fee on a quarterly basis.

*Question to Ask Us:*

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

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## How do your financial professionals make money?

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Our Wealth Advisors are employees of the firm and are paid a fixed salary. They also receive a quarterly bonus based on the firm having met certain financial and operational goals.

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

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Yes, our financial professionals do have legal and/or disciplinary history. Visit [www.investor.gov/crs](http://www.investor.gov/crs) for a free and simple search tool to research our firm and our financial professionals.

In 2006, a non-advisory client of an ex-associate in the firm filed a complaint against Reed Fraasa related to a lapsed life insurance policy sold by an ex-associate in 1999. Reed Fraasa was not involved in the sale of the product and the complaint was denied.

*Questions to Ask Us:*

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

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## Additional Information

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You can find additional information about our investment advisory services on the SEC's website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #125838. You may also contact our firm at 973-557-2933 or [reed@highlandplanning.com](mailto:reed@highlandplanning.com) to request a current copy of our Form ADV Part 2 or up-to-date Form ADV Part 3 – this relationship summary.

*Questions to Ask Us:*

- *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?*