



Broker-Dealer Client Relationship Summary (Form CRS)

September 1, 2022

Heim-Young & Associates, Inc. is registered with the Securities and Exchange Commission (SEC) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (FINRA) and Securities Investor Protection Corporation (SIPC). The services provided by broker-dealers and other financial services providers will differ and it is important for you to understand these differences. Free and simple tools are available to you at www.investor.gov/CRS, which also provides educational materials on broker-dealers and investing.

What investment services and advice can you provide me?

Heim-Young & Associates, Inc., (HYA), is a registered broker-dealer that provides various platform solutions to retail clients. Through HYA, you can open a cash or margin account to buy and sell mutual funds, ETFs, stocks, and fixed income products (such as corporate, agency and municipal bonds, U.S. Treasury securities, and certificates of deposit). You can open general investment taxable accounts or tax-deferred retirement accounts, including traditional IRAs or Roth IRA's. There is no account minimum requirements to open or maintain a brokerage account; however, certain brokerage products and mutual funds may impose a minimum initial investment amount. You may meet with a representative of the firm and discuss your situation. They will work with you to identify your needs and goals and help you select the services best suited to your situation. The firm does not provide monitoring services and does not exercise discretion over your account.

Conversation starters: Consider these questions before engaging a financial services provider.

Ask

- Given my financial situation, should I choose a brokerage 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?

When trading with HYA, certain fees and costs may apply depending on 1) the type of securities you trade (e.g., mutual funds expense ratios, purchase and redemption fees or commissions) and other brokerage features or services you use (e.g., wire transfers). The fees and costs you pay may change. If we change fees at our discretion, we'll provide advanced notice before such changes. If a broker-dealer receives transaction-based fees, a retail investor would be charged more when there are more trades in their account. Therefore, the firm may have an incentive to encourage a retail investor to trade often. The firm has processes and procedures in place to ensure that representatives make recommendations based on a client's best interest and registered representatives do not receive compensation directly or indirectly from client trades or account holdings. 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're paying.

Ask

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 providing recommendations? How else does your firm make money and what conflicts of interests do you have?

When we provide you with a recommendation as your broker-dealer, 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 about these conflicts because they can affect the recommendations and investment advice we provide you.

Examples of Ways We Make Money and Conflicts of Interest

- ✓ **Compensation and Payments:** Direct client compensation to HYA comes in the form of fees paid related to securities traded, types of transactions, share class purchased and other broker services used. We also receive payments from third parties in the form of 12b-1 payments from mutual funds available through us and interest and other fees from service providers. We also generate revenue from the bank sweep program.
- ✓ **Execution Services:** Our representatives will review the various platforms and work with you to select an option that best fits your needs and desired goals. Because each custodial platform compensates the firm differently based on product purchased and the manner of execution, our representatives have an inherent conflict of interest to choose one platform over another. We don't receive payment for equities order flow, nor do we receive any monetary payments or other direct or indirect benefit that would result in compensation or consideration in return for the routing of client orders.
- ✓ **Product Recommendations:** The firm and/or its representatives will make recommendations in specific investments, annuity or insurance products through the broker-dealer and as an insurance agent of an insurance company. However, the commission rates can vary among the types of products and specific product sponsors. Consequently, the representative has an economic incentive to recommend types of products and specific product sponsors with higher commission rate, which is a conflict of interest.
- ✓ **Personal Trading:** Representatives may buy or sell securities for themselves that they also recommend to clients. Such transactions may create a conflict of interest. Before placing a trade, employees are expected to consider whether a personal transaction will affect the price or market for the security or otherwise be detrimental to your and other client accounts. Depending on prevailing market conditions, an employee transaction may receive a better or worse per-share price than a transaction placed on behalf of a client. At any time, our firm or representative may or may not have a position in individual securities recommended to you.

Ask

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

How do your financial professionals make money?

Our broker-dealer representatives are salaried employees who aren't paid commissions for products sold, transactions executed, or based on the amount of assets serviced.

Ask

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

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

Yes. Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Ask

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

For additional information, please see Heim, Young & Associates, Inc. Firm Brochure at www.heimyoung.com. You can also call one of our representatives at 1-417-882-7283 to request a copy of this Form CRS