



**Customer Relationship Summary**  
March 20, 2024

**Introduction**

Heritage Financial Services, LLC is an investment adviser registered with the Securities and Exchange Commission. Brokerage and investment advisory services and fees differ, and it is important for you, as retail investors, to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

We offer Asset Management, Financial Planning, Selection of Independent Money Managers, and Educational Seminars/Webinars to retail investors that have minimum household assets of \$1,000,000. Households below this minimum will also be accepted at our discretion. For some of our Heritage Generations Group clients, we offer automated, digital investment advisory services through a sub-advisor. There is no account minimum for these services that are generally available to children or other family members of clients meeting our \$1,000,000 minimum. We will customize your investment portfolio taking into consideration your limitations or restrictions, and your personal financial goals and objectives. We primarily invest your assets in institutional open-ended mutual funds, closed-end interval funds and ETFs. We also recommend qualified retail investors invest in private placement securities. Upon execution of our Asset Management and Financial Planning Agreement, which grants us discretion to execute transactions on your accounts, we will provide continuous and ongoing management of your assets. We will manage your accounts and make changes to the allocations as we deem appropriate based upon your financial goals and objectives. Additional information about our advisory services can be found in Items 4 and 7 of our Firm Brochure: <https://adviserinfo.sec.gov/firm/summary/127268>.

**You may want 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?**

Our fees are based upon the total value of your household assets as valued by your account custodian on the last day of each quarter end and paid quarterly in advance the month following quarter-end. Our tiered fee schedule ranges from 0.30%-1.20%, depending upon the value of your assets at each quarter-end and applies to our Asset Management and Financial Planning services and the Selection of Independent Money Managers. Fees for our Heritage Generations Group clients using our digital investment advisory services through a sub-advisor will not exceed .75%. Fees are based upon the ending daily value of the account, accrued daily as valued by your account custodian, and are billed quarterly in arrears. In addition to our quarterly fees, you will pay transaction fees for securities transactions executed in your account in accordance with your account custodian's transaction fee schedule. You will also pay fees for custodial services, account maintenance fees, and other fees associated with maintaining your account. We do not share in any portion of these fees. Some investments, such as mutual funds and exchange traded funds, charge an expense ratio fee that will reduce the value of your assets 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. Additional information about our fees is in Item 5 of our Firm Brochure: <https://adviserinfo.sec.gov/firm/summary/127268>.

**You may want 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?**

**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. Here are some examples to help you understand what this means: Heritage does have a financial incentive to increase your assets under our management because we do receive compensation based on assets that we manage on your behalf. Heritage pays and receives referral fees to/with promoter's for the referral of clients. Heritage also pays sub-advisory fees for financial planning for certain clients. Referral fees and sub-advisory fees are a portion of our advisory fee and do not result in higher costs to the client. Full written disclosure on the terms for these relationships is documented between Heritage and the client. Heritage also may refer clients to other professionals. Although we do not receive compensation for these referrals, Heritage has a conflict in making these recommendations because it could receive referrals from these professionals.*

**You may want to ask us:**

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

Please see Items 12 and 14 on our ADV Part 2A <https://adviserinfo.sec.gov/firm/summary/127268>

**How do your financial professionals make money?**

Our financial professionals' compensation is based upon a combination of a fixed base salary and a percentage of the revenue collected, based on the amount of client assets they service and/or bring to the firm.

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

No, neither our firm nor our financial professionals have any legal or disciplinary history. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

**You may want to ask us:**

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

#### **Additional Information**

You can find additional information about our firm's investment advisory services on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by clicking on the FIRM tab and then searching CRD #127268. You may also contact our firm at 781-255-0214 to request a copy of this relationship summary and other up-to-date information.

**You may want 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?**