



FORM CRS – CLIENT RELATIONSHIP SUMMARY

April 30, 2020

Hynes Advisory, Inc. dba HearthStone | Private Wealth Management (“HA,” “Firm,” “we,” “our,” or “us”) is an investment advisory firm registered with the U.S. Securities and Exchange Commission (“SEC”). Fees for brokerage and investment advisory services differ and it is important for you to understand the difference. Free and simple tools are available to research firms and financial professionals at 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 provide investment advisory services to retail clients, like you, which includes investment supervisory and financial planning services. Our investment supervisory services include portfolio management customized to your needs and provided on a discretionary basis. Discretionary authority allows us to decide the type and amount of securities to be bought or sold for your account and when to invest, without consulting you first. We maintain this discretion until it is revoked (e.g., by termination of our agreement or upon written instruction from you). Financial planning services are provided on a non-discretionary basis. Non-discretionary authority means we provide investment and financial planning recommendations to you and you make the ultimate decision of whether or not to implement the recommendation, including the purchase or sale of investments. You are free at all times to accept or reject any of our recommendations. For financial planning services, we gather relevant financial information from you, examine your current financial status, and provide a written summary with recommendations. At the completion of the financial planning process, you have the option to implement recommendations through HA but you are not obligated to do so. For our investment supervisory

services, we create an investment policy statement based on your investment objectives and risk tolerance, and then create a plan to aid in the construction of a portfolio to address your specific needs. We primarily use open-end mutual funds and exchange-traded funds (“ETFs”) to invest in different asset classes including stocks, bonds, real estate investment trusts (“REITs”), derivatives (such as options), commodities and futures, and other investment assets. For investment supervisory services, client accounts are reviewed on a regular basis, and we will generally meet with clients at least annually to discuss and review their portfolios. Reviews can be triggered by material market, economic or political events, unusual economic or industry developments, the complexity of your portfolio, or by changes in your investment goals and/or financial situation (such as retirement, termination of employment, physical move, or inheritance). Additional reviews are also available at your request. All financial planning accounts are reviewed upon financial plan creation and delivery of the

Ask one of our financial professionals the following questions:

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?

plan to you. There is only one level of review for financial planning services and that is the total review conducted to create the financial plan. We generally require a minimum of \$1,000,000 to open an account, but reserve the right to waive this minimum.

For further information about our services and advice please read Items 4, 7, and 8 of our Form ADV Part 2A disclosure brochure. Click [here](#) for a copy or go to www.adviserinfo.sec.gov.

What fees will I pay?

HA charges an annual tiered portfolio management fee that is billed quarterly in advance and based on the total value of assets in each client’s managed account. The fee is: 1.00% up to \$1,000,000, 0.80% on \$1,000,001 to \$2,000,000, 0.70% on \$2,000,001 to \$5,000,000, and 0.50% on \$5,000,001 and up. Billing adjustments to this quarterly fee in excess of \$50 are refunded or charged at the end of each quarter and are triggered by deposits or withdrawals of capital, and for new client relationships begun during the quarter. Our fees are negotiable and we aggregate all of a client’s household’s assets with us when calculating our fee. HA defines a household as all dependents as communicated by the client, which are associated by blood or by operation of law. We have clients who pay fees different from the fees shown above and we have some clients with waived fees, for example employees and family.

Ask one of our financial professionals the following questions:

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?

Because we charge an asset-based fee, the more assets that are in your advisory account, the more you will pay in fees. This presents a conflict of interest because the firm has an incentive to encourage you to increase the assets in your account.

The fee for creating client financial plans is a fixed fee which costs a minimum of \$5,000, or in some cases, an hourly rate which ranges between \$250 and \$350 and depends upon the complexity of your financial situation and needs. At the beginning of the financial planning engagement, a retainer of \$500 is charged for fixed fee agreements and a retainer equivalent to two hours of work is charged for hourly arrangements, with the remainder of the fee charged in arrears upon completion. HA will provide you with an invoice for payment. The fees are negotiable and will be attached as Exhibit II of your financial planning agreement.

Also, you will pay additional fees to third parties in connection with your managed portfolio account. These can include (as applicable), transaction charges, margin interest, wire transfer fees, express check mailing fees, and other account administrative fees. 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.

More detailed information about our fees and other costs associated with investing, along with applicable conflicts can be found in Items 5, 10, and 14 of our Form ADV Part 2A disclosure brochure. Click [here](#) for a copy or go to www.adviserinfo.sec.gov.

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?

Ask one of our financial professionals the following questions:

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

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 is an example to help you understand what this means. HA recommends Charles Schwab & Co, Inc. (“Schwab”) to serve as custodian to our clients. Under this arrangement, HA receives certain products and services from Schwab at

no cost that benefit HA but do not benefit you. Certain of these products and services assist us in managing and administering our clients’ accounts and others help us our business. The receipt of such creates a conflict of interest as it gives us an incentive to have clients custody their assets at Schwab. We have evaluated this risk in choosing custodians and evaluate other potential custodians at least annually.

More detailed information about our conflicts of interest can be found in Items 4, 10, 11, 12, and 14 of our Form ADV Part 2A disclosure brochure. Click [here](#) for a copy or go to www.adviserinfo.sec.gov.

How do your financial professionals make money?

Each HA financial professional is paid a salary and a discretionary bonus. The bonus is based on the amount of assets under management growth through new assets and clients. Additionally, certain financial professionals (“IARs”) receive a percentage of the fee we collect from you. Mr. Paul Hynes is the majority owner of HA and as such participates in the profits and losses of the Firm. These types of compensation arrangements create a conflict of interest through their incentive to develop new business. Additional information about the compensation received by HA professionals and any related conflicts of interest are outlined in each professional’s Form ADV Part 2B, which can be obtained by calling us at (858) 792-9122.

Ask one of our financial professionals the following questions:

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?

No. Please go to Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Ask one of our financial professionals the following questions:

Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer?

Who can I talk to if I have concerns about how the person is treating me?

Additional Information

You can obtain additional information and/or request a copy of this Form CRS by going to www.adviserinfo.sec.gov or by calling us at (858) 792-9122.