

Introduction

Horizon Wealth Advisors (HWA) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Investment advisers are required to act in a fiduciary capacity on your behalf. Different investment advisory and brokerage firms' services and fees may be quite different from one another and it is important for you to understand these differences before making a decision to hire one. Free and simple tools are available to research firms and financial professionals at <https://www.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 retail investors comprehensive wealth management services which include both financial planning and investment advisory services. Our services may include assistance with retirement planning, as well as planning for your income taxes, cash flow, and insurance needs. We also advise on your estate planning and education planning for children and grandchildren. As part of our standard investment advisory services, we offer comprehensive and collaborative wealth management utilizing primarily mutual funds or ETFs to implement your investment portfolio, and also some stocks and fixed income instruments.

When you grant us **discretion** to manage your account, we have the authority to determine the investments to buy or sell, as well as, the timing and the amount invested without your prior approval. We utilize a disciplined process that helps us select and **monitor** the investments and asset allocation we recommend to you. We will make changes as necessary to keep your portfolio diversified and properly positioned. You will always have the ability to give us restrictions on how we invest for you.

Investment Offerings: We use an array of investments to build a diversified and tailored portfolio designed to complement your unique circumstances, goals, and objectives. In addition to our standard investment services, we can assist you with tax strategies by coordinating directly with your tax preparer.

Account Minimums: We prefer to accept clients with a minimum of \$1 million to be invested in order to act as your advisor. We may waive account size and minimum investment requirements at our discretion.

Additional information. Please see our Form ADV 2A Brochure at <https://Horizon-advisors.com> Items 4 and 7 for additional information.

Conversation Starters: 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?

For new clients, we prepare a financial plan at the outset of our engagement. This allows us to gather the knowledge and understanding to properly advise you as well as create an appropriate investment policy. We charge a minimum fee of \$3,500 for this planning and if you choose to engage us to provide ongoing advisory services, the planning fee is waived. For our ongoing wealth management services, we are paid a quarterly fee based on a percentage of the assets that we manage for you. This means that the more assets there are in your account, the more you will pay us in fees, and we may therefore have an incentive

to encourage you to increase the assets in your account. In addition to the fee that you pay us, you will also pay for fees assessed by your custodian and other parties such as transaction, wire, exchange, or custodial fees or internal management fees assessed by fund managers.

Additional Information. Since you pay fees on the total assets that we manage, you will pay fees and costs whether your accounts increase or decrease. 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 by reading our [Form ADV, Part 2A](#) brochure Item 5 and other applicable documents.

Conversation Starters: Help me understand how these fees and costs might affect my investments. If I give you \$1 million 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 are held to a fiduciary standard and must act in your best interest, not putting 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. For example, in evaluating whether to recommend that you custody your assets at Schwab or Fidelity, we take into account the benefits these firms provide us and not solely the nature, cost or quality of custody and brokerage services they provide to you.

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

Additional information. Please see Form [ADV, Part 2A brochure](#) and other applicable documents.

How do your professionals make money?

Our professionals are paid salaries. When an employee refers a client to us, we share a portion of the first year's fee with the employee.

Do your financial professionals have legal or disciplinary history?

No. None of our team has any disciplinary history. You may visit <https://www.investor.gov/CRS> for a free and simple search tool to research us and our financial professionals.

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

Additional Information

For additional information about our services, please visit our website <https://horizon-advisors.com/>. If you would like additional, up-to-date information or a copy of this disclosure, please call Larry Maddox at 713-748-7000 or email Larry at lmaddox@horizon-advisors.com

Conversation Starters: 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?