Heckman Financial & Insurance Services, Inc.

333 W Santa Clara St. Ste. 604,
San Jose, CA 95113
408.297.9800
www.WealthCreator.com

5-11-2020

This Brochure provides information about the qualifications and business practices of HECKMAN FINANCIAL & INSURANCE SERVICES, I.N.C. If you have any questions about the contents of this Brochure, please contact us at 408.297.9800 or info@wealthcreator.com. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.
HECKMAN FINANCIAL & INSURANCE SERVICES, INC. is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about HECKMAN FINANCIAL & INSURANCE SERVICES, INC., also is available on the S.E.C.'s website at www.adviserinfo.sec.gov.

Item 2 – Material Changes

This section discusses material changes that have been made to this Brochure. This Brochure was last updated in Jan 2020, and since that time, the following material changes have been made:

PPP loan disclosure

Item 3 -Table of Contents

Item 4 – Advisory Business

HFIS, Inc. is a California corporation wholly owned by one shareholder, Eric Heckman. HFIS, Inc. started in 1994 as a sole-proprietor insurance agency and, in 1998, became a Registered Investment Advisory business. In August 2005, it was incorporated.

HFIS, Inc. will provide the following services:

1. Investment Advisory Service on a discretionary basis for a percentage management fee
2. Providing Due Diligence on investments for a one-time fee while acquiring those investments for the Client at Net Asset Value or without a commission paid
3. Provide consulting to clients on an hourly basis
4. Provide a financial plan to clients on a Retainer or fixed fee basis
5. Commission only insurance planning

HFIS philosophy is that you can't beat the market long term. Asset allocation, rebalancing, guaranteed principal insurance products, and stock market alternatives investments are all required to make a well-rounded financial plan. Investment advisory clients will receive a portfolio review, risk tolerance assessment, investment policy statement, and other methods to determine the appropriate investment mix. The investment policy statement would include any investments that the Client would want to exclude in their plan. This process includes independent research and allocation software. The advisor will then recommend a portfolio or a third-party manager. The portfolio allocation may be adjusted to custom fit the Client's specific circumstances. The other assets and existing investments are included in this planning, and a plan to re-allocate the assets is developed. The Client can also implement with another party the strategies of the financial plan.

The Adviser will have exclusive authority to manage the investment of the account. Adviser, as agent and attorney-in-fact concerning the accounts, when it deems appropriate, without prior consultation with Client, may: buy, sell, exchange, convert and otherwise trade in any U.S. or foreign stocks, bonds, options, mutual funds, ETFs, REITs and other securities and place orders for the execution of such securities transactions with or through broker-dealers. Also, the Adviser will have the authority to take any action necessary to open and maintain the accounts and to complete and pay for transactions in the account. The Adviser shall provide the Client with ongoing investment portfolio management. In the spring of 2015, HFIS was audited by the California Department of Business Oversight or D.B.O., and there were no significant adverse findings.

Due diligence, clients receive investment advice as to why a certain investment like a non-traded REIT or an Oil & Gas Leasing program may be beneficial to their situation as well as HFIS's opinion on the firm and product being discussed. Since HFIS does not make a commission on these investments, they are sold net of commission at NAV or Net Asset Value to the Client, and the Client is charged a one-time fee for our review, due diligence, and examination of the sponsoring companies. Typical fees one-time due diligence fees are $500 plus a fee of 3% and represent several years of management paid at once to allow the clients to retain all income from the investments. For some of these products, an ongoing1% fee is also offered when possible, and the Client can choose their preferred method.

For hourly clients, HFIS, Inc. will provide advisory services, which will include gathering and reviewing the information and making recommendations from such. The review will include, but not be limited to, the following: asset allocation, buy/sell agreements, executive benefits, client tax returns, salary continuation plans, business continuation planning, and insurance policies.

For Retainer clients, HFIS, Inc. will prepare a comprehensive financial plan that includes investment, insurance, college funding, business, and retirement planning. After the initial free consultation, a determination will be made as to the complexity of the Client's situation. Retainer clients may also be set on a fixed monthly fee instead of an initial fee and renewal fee.

For commission clients, HFIS, Inc. will provide an evaluation of current life, health, and disability insurance, and annuity accounts. If they wish to change their allocation or change their coverage, they may do so without a fee and purchase those products through Heckman Financial & Insurance Services, Inc.

Newsletters HFIS Inc occasionally prepares general, educational, and informational newsletters. Newsletters are always offered on an impersonal basis and do not focus on the needs of a specific individual.

Seminars HFIS Inc may occasionally provide seminars in areas such as financial planning, retirement planning, estate planning, college planning, and charitable planning. Seminars are always offered on an impersonal basis and do not focus on the individual needs of participants.

Workshops HFIS Inc offers educational, informative, and motivational workshops to the public as well as to associations, family foundations, and employers. Workshops are always offered on an impersonal basis and do not focus on the individual needs of the participant.

As of 1-02-2020, Assets under management (AUM) that HFIS as an R.I.A. directly manages or is listed as a Solicitor to another R.I.A. money manager with & without discretion total $91,929,663 and approx. $64,838,320 are recurring fee accounts. It is difficult to get a specific formula for which types of assets to include from the CA DBO. This does not include commission-based insurance products. HFIS annuities & life cash values under management by solely Eric Heckman total approx. $61,122,182. Mr. Gainer & Mr. McClelland's life & annuity business is separate from HFIS. Mr. Ericson's life and annuity business before 2015 are separate from HFIS.

Item 5 – Fees and Compensation

The Adviser shall be paid for its Investment Advisory services at an agreed & negotiable upon rate to be no more than the maximum annual rate as follows:

Assets Under Management	**Annualized Fee**
Up to $1,000,000	**1.50% with a minimum of $600/yr**
$1 million - $2.5 million	**1.00%**
$2.5 million and up	**0.80%**

For hourly clients, they will be billed every month after services have been rendered with an initial 2-hour minimum to be paid upfront. The fee will range from $150-$400 per hour depending upon the services required to be performed.

For Retainer clients, the fee for a comprehensive financial plan will range from $500-$15,000. These clients will be billed on a fixed fee basis with half due at the signing of the agreement and the remaining half due at plan presentation. Renewal fees are negotiated on an annual basis, and the plan can be terminated before they are due.

For Monthly Retainer clients, fees range from $99 to $999 per month and are billed until canceled with 30 days' notice.

All fees are subject to negotiation. The specific manner in which fees are charged by HFIS, Inc. is established in a client's written agreement with HFIS, Inc. HFIS, Inc. will generally bill its fees every quarter. Clients may elect to be billed in advance or arrears each calendar quarter. Clients may also elect to be billed directly for fees or to authorize HFIS, Inc. to debit fees from client accounts directly. Management fees shall be prorated for each capital contribution and withdrawal made during the applicable calendar quarter (except de minimis contributions and withdrawals). Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

HFIS, Inc.'s fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses, which shall be incurred by the Client. Clients may incur certain charges imposed by custodians, brokers, third-party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer, and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange-traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to HFIS, Inc.'s fee, and HFIS, Inc. shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that HFIS, Inc. considers in selecting or recommending brokerage firms (Fidelity, TD, Schwab, etc.) for client transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

Item 6 – Performance-Based Fees and Side-By-Side Management

Performance-based fees are defined as fees based on a share of capital gains on or capital appreciation of the assets held in a client's account. HFIS, Inc. does not charge or accept performance-based fees.

Item 7 – Types of Clients

HFIS Inc generally provides investment advice to the following types of clients:

- Individuals
- High net worth individuals
- Trusts, estates, or charitable organizations
- Retirement and profit-sharing plans
- Corporations or business entities other than those listed above

You are required to execute a written agreement with HFIS Inc specifying the particular advisory services to establish a client arrangement with HFIS Inc.

Minimum Investment Amounts Required

HFIS Inc requires a minimum per account balance of $10,000. Exceptions may be granted to this minimum if approved by both your investment adviser representative and HFIS Inc for a client's immediate family members or in anticipation of additional deposits shortly. Typical clients have at least $250,000 and have annual household incomes of more than $200,000.

Item 8 – Methods of Analysis, Investment Strategies, and Risk of Loss

Methods of Analysis

HFIS Inc uses the following methods of analysis in formulating investment advice:

Charting - Charting is a set of techniques used in the technical analysis in which charts are used to plot price movements, volume, settlement prices, open interest, and other indicators to anticipate future price movements. Users of these techniques, called chartists, believe that past trends in these indicators can be used to extrapolate future trends. Charting is likely the most subjective analysis of all investment methods since it relies on the proper interpretation of chart patterns. The risk of reliance upon chart patterns is that the next day's data can always negate the conclusions reached from prior days' patterns. Also, reliance upon chart patterns bears the risk of a certain pattern being negated by a larger, more encompassing pattern that has not shown itself yet.

Cyclical – The Cyclical Method analyzes investments that are sensitive to business cycles and whose performance is strongly tied to the overall economy. For example, cyclical companies tend to make products or provide services that are in lower demand during downturns in the economy and higher demand during upswings. Examples include the automobile, steel, and housing industries. The stock price of a cyclical company will often rise just before an economic upturn begins, and fall just before a downturn begins. Investors in cyclical stocks try to make the largest gains by buying the stock at the bottom of a business cycle, just before a turnaround begins.

While most economists and investors agree that there are cycles in the economy that need to be respected, the duration of such cycles is generally unknown. An investment decision to buy at the bottom of a business cycle may turn out to be a trade that occurs before or after the bottom of the cycle. If done before the bottom, then downside price action can result before any gains. If done after the bottom, then some upside price action may be missed. Similarly, a sell decision meant to occur at the top of a cycle may result in missed opportunities or unrealized losses.

Fundamental – The Fundamental Method evaluates security by attempting to measure its intrinsic value by examining related economic, financial, and other qualitative and quantitative factors. Fundamental analysts attempt to study everything that can affect the security's value, including macroeconomic factors (like the overall economy and industry conditions) and individually specific factors (like the financial condition and management of a company). The end goal of performing the fundamental analysis is to produce a value that an investor can compare with the security's current price in hopes of figuring out what sort of position to take with that security (underpriced = buy, overpriced = sell or short). Fundamental analysis is considered to be the opposite of technical analysis. Fundamental analysis is about using real data to evaluate a security's value. Although most analysts use fundamental analysis to value stocks, this method of valuation can be used for just about any type of security.

The risk associated with fundamental analysis is that it is somewhat subjective. While a quantitative approach is possible, fundamental analysis usually entails a qualitative assessment of how market forces interact with one another in their impact on the investment in question. It is possible for those market forces to point in different directions, thus necessitating an interpretation of which forces will be dominant. This interpretation may be wrong, and could, therefore, lead to an unfavorable investment decision.

Technical – The Technical Method evaluates securities by analyzing statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a security's intrinsic value, but instead, use charts and other tools to identify patterns that can suggest future activity. Technical analysts believe that the historical performance of stocks and markets are indications of future performance.

Technical analysis is even more subjective than fundamental analysis in that it relies on the proper interpretation of a given security's price and trading volume data. A decision might be made based on a historical move in a certain direction that was accompanied by heavy volume; however, that heavy volume may only be heavy relative to past volume for the security in question, but not compared to the future trading volume. Therefore, there is the risk of a trading decision being made incorrectly, since future trading volume is an unknown. Technical analysis is also done through observation of various market sentiment readings, many of which are quantitative. Market sentiment gauges the relative degree of bullishness and bearishness in a given security, and a contrarian investor utilizes such sentiment advantageously. When most traders are bullish, then there are very few traders left in a position to buy the security in question, so it becomes advantageous to sell it ahead of the crowd. When most traders are bearish, then there are very few traders left in a position to sell the security in question, so it becomes advantageous to buy it ahead of the crowd. The risk in the utilization of such sentiment technical measures is that a very bullish reading can always become more bullish, resulting in lost opportunity if the money manager chooses to act upon the bullish signal by selling out of a position. The reverse is also true in that a bearish reading of sentiment can always become more bearish, which may result in a premature purchase of a security.

To conduct analysis, HFIS Inc gathers information from financial newspapers and magazines, an inspection of corporate activities, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, and filings with the S.E.C., and company press releases. There are risks involved with any method of analysis that may be used.

Investment Strategies

HFIS Inc may employ the following investment strategies when managing client assets and providing investment advice:

Value Investing. A value investing strategy selects stocks that trade for less than their intrinsic values. Value investors typically seek stocks of companies that they believe the market has undervalued. They believe the market overreacts to good and bad news, resulting in stock price movements that do not correspond with the company's long-term fundamentals. The result is an opportunity for value investors to profit by buying when the price is deflated. Often, value investors select stocks with lower-than-average price-to-book or price-to-earnings ratios and high dividend yields. The risks associated with value-investing include incorrectly analyzing and overestimating the intrinsic value of a business, concentration risk, underperformance relative to major benchmarks, macro-economic risks, investing in value traps, i.e., businesses that remain perpetually undervalued and lost purchasing power on cash holdings in the case of inflation.

Tactical asset allocation. A tactical asset allocation strategy allows for a range of percentages in each asset class (such as Stocks = 40-50%). The ranges establish minimum and maximum acceptable percentages that permit the investor to take advantage of market conditions within these parameters. Thus, a minor form of market timing is possible, since the investor can move to the higher end of the range when stocks are expected to do better and to the lower end when the economic outlook is bleak.

Strategic asset allocation. A strategic asset allocation strategy calls for setting target allocations and then periodically rebalancing the portfolio back to those targets as investment returns skew the original asset allocation percentages. The concept is akin to a "buy and hold" strategy, rather than an active trading approach. Of course, the strategic asset allocation targets may change over time as the Client's goals and needs change, and as the time horizon for major events such as retirement and college funding grow shorter.

Model Portfolio Selection

HFIS Inc reviews each model portfolio before selecting them to be included in our program. We also conduct ongoing reviews to ensure that the model portfolio is still suitable for our programs. We call these processes "due diligence." To assist us in conducting our due diligence and selection of model portfolios, we have contracted with an outside firm to act as our Chief Investment Officer.

We use a multi-step process in researching model portfolios. Each model portfolio and its manager(s) is evaluated by information provided by the manager, including descriptions of its investment process, asset allocation strategies employed, sample portfolios to review securities selections, and the manager's Form A.D.V. Disclosure Brochure (if applicable). We attempt to verify the information provided by comparing it to other data from publicly available data collection sources.

Types of Securities Offered

We do not primarily recommend one type of security to clients.

Risk of Loss

Investing in securities (including stocks, mutual funds, and bonds, etc.) always involves the risk of loss. Depending on the different types of investments utilized, there may be varying degrees of risk. Accordingly, you should be prepared to bear investment loss, including the loss of your original principal. Further, past performance is not indicative of future results. Therefore, you should never assume that the future performance of any specific investment or investment strategy will be profitable.

Because of the inherent risk of loss associated with investing, our firm is unable to represent, guarantee, or even imply that our services and methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate you from losses due to market corrections or declines. There are certain additional risks associated with investing in securities through our investment management program, as described below:

- Market Risk – Either the stock market as a whole or the value of an individual company, goes down, resulting in a decrease in the value of client investments. This is also referred to as systemic risk.
- Equity (stock) market risk – Common stocks are susceptible to general stock market fluctuations and volatile increases and decrease in value as market confidence in and perceptions of their issuers change. If you held common stock, or common stock equivalents, of any given issuer, you would generally be exposed to greater risk than if you held preferred stocks and debt obligations of the issuer.
- Company Risk. When investing in stock positions, there is always a certain level of company or industry-specific risk that is inherent in each investment. This is also referred to as unsystematic risk and can be reduced through appropriate diversification. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. For example, if a company's employees go on strike or the

company receives unfavorable media attention for its actions, the value of the company may be reduced.

- Fixed Income Risk. When investing in bonds, there is the risk that the issuer will default on the bond and be unable to make payments. Further, individuals who depend on set amounts of periodically paid income face the risk that inflation will erode their spending power. Fixed-income investors receive set, regular payments that face the same inflation risk.
- Options Risk. Options on securities may be subject to greater fluctuations in value than an investment in the underlying securities. Purchasing and writing put and call options are highly specialized activities and entail greater than ordinary investment risks.
- ETF and Mutual Fund Risk – When investing in an ETF or mutual fund, you will bear additional expenses based on your pro-rata share of the ETF's or mutual fund's operating expenses, including the potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risks of owning the underlying securities the ETF or mutual fund holds. You will also incur brokerage costs when purchasing ETFs.
- Management Risk – Your investment with our firm varies with the success and failure of our investment strategies, research, analysis, and determination of portfolio securities. If our investment strategies do not produce the expected returns, the value of the investment will decrease.

Item 9 – Disciplinary Information

We have no legal or disciplinary events to disclose that are material to a client's or prospective client's evaluation of our business or integrity.

Item 10 – Other Financial Industry Activities and Affiliations

HFIS, Inc., Heckman, Ericson, Gainer, & McClelland are affiliated with several insurance and financial services companies as independent agents. In their capacity as insurance agents, they may sell various types of life, health, property & casualty, disability, and long-term care insurance and annuities to clients and receive commissions according to their licensing. Mr. Gainer also owns & operates Gainer Financial & Insurance Services, a full-service insurance agency in San Rafael, CA. Mr. McClelland runs Leeward Financial & Insurance Services in San Jose & Cupertino. Advisory clients will be informed that they are under no obligation to purchase these products through HFIS, Inc., Heckman, Ericson, Gainer, & McClelland, and the companies they represent. Mr. Heckman is a Certified Registered Tax Preparer for C.A. & once earned the RTRP by the I.R.S. and does charge fees for preparing tax returns to companies, individuals, and trusts.

Item 11 – Code of Ethics

HFIS Inc has established a Code of Ethics that will apply to all of its associated persons. As a fiduciary, it is an investment advisor's responsibility to provide fair and full disclosure of all material facts and to act solely in the best interest of each of our clients at all times. HFIS Inc has a fiduciary duty to all clients. This fiduciary duty is considered the core underlying principle for our Code of Ethics, which also covers our Insider Trading and Personal Securities Transactions Policies and Procedures. HFIS Inc has the responsibility to make sure that the interests of all clients are placed ahead of HFIS Inc's investment interests. HFIS Inc will disclose material facts and potential conflicts of interest to clients. HFIS Inc seeks to conduct business in an honest, ethical, and fair manner and will take reasonable steps to avoid circumstances that might negatively affect our duty of loyalty to clients. This section is intended to provide clients with a summary of HFIS Inc's Code of Ethics. Clients may receive a complete copy of the Code of Ethics upon request.

Affiliate and Employee Personal Securities Transactions Disclosure

HFIS Inc or associated persons of the firm may buy or sell for their personal accounts, investment products identical to those recommended to clients. This creates a potential conflict of interest. It is the express policy of HFIS Inc that all persons associated in any manner with our firm must place clients' interests ahead of their own when implementing personal investments. HFIS Inc and its associated persons will not buy or sell securities for their personal account(s) where their decision is derived, in whole or in part, by information obtained as a result of employment or association with our firm unless the information is also available to the investing public upon reasonable inquiry.

To mitigate potential conflicts of interest, we have developed written supervisory procedures that include personal investment and trading policies for our representatives, employees, and their immediate family members (collectively, associated persons).

Any associated person not observing our policies is subject to sanctions up to and including termination.

Item 12 – Brokerage Practices

To utilize our asset management services, HFIS Inc will require that you establish or maintain a brokerage account with T.D. Ameritrade through their Institutional Platform, Charles Schwab, or with Fidelity Institutional Wealth Services and its affiliate, National Financial Services L.L.C. (collectively "Fidelity"). T.D. Ameritrade, Inc., Schwab, and Fidelity are members of FINRA/SIPC/NFA. T.D. Ameritrade, Schwab, and Fidelity are independent and unaffiliated registered broker-dealers and are recommended by HFIS Inc to maintain custody of clients' assets and to effect trades for their accounts.

The primary factor in suggesting a broker/dealer or custodian is that the services of the recommended firm are provided cost-effectively. While the quality of execution at the best price is an important determinant, the best execution does not necessarily mean the lowest price, and it is not the sole consideration. The trading process of any broker/dealer and money manager suggested by HFIS Inc must be efficient, seamless, and straight-forward. Overall custodial support services, trade correction services, and statement preparation are some of the other factors determined when suggesting a broker/dealer.

Directed Brokerage

Clients should understand that not all investment advisors require the use of a particular broker/dealer or custodian. Some investment advisors allow their clients to select whichever broker/dealer the Client decides. By requiring clients to use a particular broker/dealer, HFIS Inc may not achieve the most favorable execution of client transactions, and the practice requiring the use of specific broker/dealers may cost clients more money than if the Client used a different broker/dealer or custodian. However, for compliance and operational efficiencies, HFIS Inc has decided to require our clients to use broker/dealers and other qualified custodians determined by HFIS Inc.

Soft Dollar Benefits

An investment adviser receives soft dollar benefits from a broker-dealer, custodian, or R.I.A. when the investment adviser receives research or other products and services in exchange for client securities transactions or maintaining an account balance with the broker-dealer or custodian. Except as described above, HFIS Inc does not have a soft dollar agreement with a broker-dealer, custodian, or other third- party.

Block Trading Policy

Concerning our asset management services, we may elect to purchase or sell the same securities for several clients at approximately the same time. This process is referred to as aggregating orders, batch trading, or block trading and is used by our firm when HFIS Inc believes such action may prove advantageous to clients. If and when we aggregate client orders, allocating securities among client accounts is done on a fair and equitable basis. Typically, the process of aggregating client orders is done to achieve better execution, to negotiate more favorable commission rates, or to allocate orders among clients on a more equitable basis to avoid differences in prices and transaction fees or other transaction costs that might be obtained when orders are placed independently.

HFIS Inc uses the average price allocation method for transaction allocation. Under this procedure, HFIS Inc will calculate the average price and transaction charges for each transaction included in a block order and assign the average price and transaction charge to each allocated transaction executed for the Client's account.

If and when we determine to aggregate client orders for the purchase or sale of securities, including securities in which HFIS Inc or our associated persons may invest, we will do so by the parameters outlined in the S.E.C. No-Action Letter, *S.M.C. Capital, Inc.* Our associated persons nor we receive any additional compensation as a result of block trades.

Item 13 – Review of Accounts

Account Reviews and Reviewers

Accounts subject to our asset management services are reviewed at least annually. While the calendar is the main triggering factor, reviews can also be conducted at your request. Account reviews will include investment strategy and objectives review and making a change if strategy and objectives have changed. Reviews are conducted by investment adviser representative of record, with reviews performed by your investment goals and objectives.

Our financial planning services terminate upon the presentation of the written plan. Our financial planning and consulting services do not include monitoring the investments of your account(s), and therefore, we do not provide an ongoing review of your account(s) under such services.

Statements and Reports

For our asset management services, you will be provided with transaction confirmation notices and regular quarterly account statements in writing directly from the qualified custodian. Additionally, HFIS Inc may provide you with periodic performance reports. Financial planning clients do not receive any report other than the written plan originally contracted for and provided by HFIS Inc.

You are encouraged to compare any reports or statements provided by us, a sub-adviser, or third-party money manager against the account statements delivered from the qualified custodian. When you have questions about your account statement, you should contact our firm and the qualified custodian preparing the statement.

Item 14 – *Client* Referrals and Other Compensation

HFIS, Inc. retains certain firms (such as L.W.I. Financial Inc., Sterling Capital, A.E. Wealth, D.F.A., or HFIS Inc) to provide investment and asset class analysis, implementation of investment, and billing services, and for the production of account statements and reports. Such services are paid directly through advisor fees billed to the Client or indirectly paid by HFIS, Inc. Certain of such firms also sponsor "due diligence" and educational seminars for investment advisers. These educational sessions provide HFIS, Inc. with access to information and ideas regarding account management, advanced investment planning, technological changes, and account acquisition methods and strategies from the sponsor or other participants at such events. Attendance expenses associated with such due diligence and training seminars may be paid, either in whole or in part, by the sponsoring firm(s). Some may also award items of appreciation.

HFIS, Inc. may recommend, where appropriate, that Client invests in shares of the S.A. Funds – Investment Trust (the "S.A. Funds"), a family of nine asset class mutual funds advised, managed and administrated by LWIF. Fees are not charged directly upon investments in the S.A. Funds. LWIF receives certain fees and expenses directly from the S.A. Funds for its services as disclosed in that Fund's prospectus.

HFIS may compensate some firms or individuals for referrals. In that case, the Client will be informed of this. HFIS does have client appreciation events thanking clients for their referrals. Food & entertainment at the events is provided at no cost to them. HFIS may be paid a finder's fee for certain investments like opportunity zones and receive a fee from that firm. In that case, the Client will be notified and will not be billed for that transaction

Item 15 – Custody

Custody means having access to or control over client funds and securities. Custody is not limited to physically holding client funds and securities. If an investment adviser can access or control client funds or securities, the investment adviser is deemed to have custody and must ensure proper procedures are implemented.

For accounts in which HFIS Inc is deemed to have custody, we have established procedures to ensure all client funds and securities are held at a qualified custodian in a separate account for each Client under that Client's name. Clients or an independent representative of the Client will direct, in writing, the establishment of all accounts and therefore are aware of the qualified custodian's name, address, and how the funds or securities are maintained. Finally, account statements are delivered directly from the qualified custodian to each Client, or the Client's independent representative, at least quarterly. Clients should carefully review those statements and are urged to compare the statements against reports received from HFIS Inc. If you have questions about your account statements, you should contact HFIS Inc or the qualified custodian preparing the statement.

Item 16 – Investment Discretion

When providing asset management services, HFIS Inc maintains trading authorization over your Account and provides management services on a discretionary basis. Discretionary authority is granted through the execution of a limited power of attorney contained in the custodian's paperwork and the execution of an investment management agreement with HFIS Inc. We have the authority to determine the type of securities and the number of securities that will be bought or sold for your portfolio without obtaining your consent for each transaction. Nevertheless, you will have the ability to place restrictions on the types of investments that may be purchased in your account. Under the Model Portfolio Solutions program, the platform provider will have the authority to buy and sell securities for your account based on directions provided by the manager of the selected model portfolio without obtaining your prior consent.

Item 17 – Voting *Client* Securities

HFIS Inc does not vote proxies on behalf of clients. Therefore, it is your responsibility to vote all proxies for securities held in your Account. You will receive proxies directly from the qualified custodian or transfer agent; we will not provide you with the proxies. Although we do not vote client proxies if you have a question about a particular proxy, feel free to contact your investment adviser representative.

Item 18 – Financial Information

This *Item 18* does not apply to this Brochure. HFIS Inc does not require or solicit prepayment of more than $1200 in fees per client, six months or more in advance. Therefore, we are not required to include a balance sheet for the most recent fiscal year. We are not subject to a financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients. In spring 2020, during the COVID-19 pandemic, Heckman Financial and Roger Gainer (an IAR of the firm) both took out Payment Protection Program (PPP) Loans due to the economic uncertainty to support necessary ongoing operations. Finally, HFIS Inc has not been the subject of a bankruptcy petition at any time.

Item 19 – Requirements for State-Registered Advisers

Investment Adviser background & Section Part 2 B

Eric Heckman, CFP®, CLU®, ChFC® info@wealthcreator.com
This Brochure Supplement provides information about Eric Heckman that supplements the Heckman Financial & Ins. Services, Inc. Brochure. Additional information about Eric Heckman is available on the S.E.C.'s website at **www.adviserinfo.sec.gov.**

Educational Background and Business Experience

Eric Heckman was born in 1970. He earned a B.S.C in Finance from Santa Clara University in March 1992. After three years in the banking industry, Eric Heckman began his career in the financial services industry in 1992. In March 2000, he passed the Certified Financial Planner® test and became a C.F.P. ® practitioner. The CFP® certification is voluntary; no federal or state law or regulation requires financial planners to hold CFP® certification. To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that C.F.P. Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college.
- Examination – Pass the comprehensive CFP® Certification Examination.
- Experience – Complete at least three years of full-time financial planning-related experience; and
- Ethics – Agree to be bound by the C.F.P. Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

In February 2001, Mr. Heckman was conferred with the **ChFC - Chartered Financial Consultant i**ssued by The American College
Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation
Educational Requirements: 6 core and two elective courses
Examination Type: Final proctored exam for each course
Continuing Education/Experience Requirements: 30 C.E. credits every two years
In May 2004, he earned the **CLU**® or **Certified Life Underwriter** designation from the American College. It has the same requirements as above, except it was two additional classes after attaining the ChFC designation. In January of 2012, He became a **Certified Registered Tax Preparer** or **CRTP**®. He is required to perform 20 hours of continuing tax law education for this certification annually. He Nov 2012, he passed the **I.R.S. Registered Tax Return Preparer** to become an **RTRP**. He has three sons and is active in Rotary, Boy Scouts, and the S.J. Downtown Association. He has been married to Anna since 1992 and lives in a 1937 Cape Cod-style house in Downtown San Jose.

Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information applies to this Item.

Other Business Activities

Mr. Heckman represents various insurance companies and third-party money management firms. The Client can implement the plan with another firm if a client wishes to do that. Mr. Heckman also trains other financial advisors, attorneys, C.P.A.'s, Realtors, & mortgage brokers in conducting educational workshops to teach employees and the general public about financial, legal, tax & real estate matters. He trains them to work with the Financial Knowledge Institute, a non-profit organization he founded. He authored the book *Worry Less Wealth* and hosts a weekly radio show **Wealth Creator Radio** on KRTB 860 AM. Lastly, he prepares tax returns for select clients.

Additional Compensation

Advisors Excel (an independent marketing organization) and sometimes insurance or investment companies may provide training, which could include food & travel costs to an adviser at little or free of charge. Some may also award items of appreciation for no cost. Advisors Excel provides marketing and back-office support also at little charge.

Supervision

Eric Heckman is in charge of all the supervision of advisers at the firm.

Requirements for State-Registered Advisers

No information applies to this Item.

Robert "Bob" Ericson, C.F.P. ®
333 W Santa Clara St Ste 604, San Jose, CA 95113
408-297-9800 Bob@WealthCreator.com

This Brochure Supplement provides information about Bob Ericson that supplements the Heckman Financial & Ins. Services, Inc. Brochure. Additional information about Bob Ericson is available on the S.E.C.'s website at **www.adviserinfo.sec.gov**.

Educational Background and Business Experience

Bob Ericson has been a financial advisor since 1984. He is a Certified Financial Planner (C.F.P.) and is licensed for life and health insurance. He has over 30 years in his current financial and insurance services practice, helping clients achieve their life goals and live life to the utmost. He has specialized in using charitable trusts, which allow clients to avoid paying capital gains tax when selling highly appreciated assets. It converts these assets into a lifetime income stream. Bottom-line, it can create a "win-win-win" scenario, with 1) more lifetime income; 2) more money to their heirs, and 3) more money to charity. Bob graduated from the Wharton School of Business at the University of Pennsylvania.

Bob was a founder and the first President of the Silicon Valley Planned Giving Council. Its mission is to assist local non-profit groups in raising millions of dollars by using sophisticated "planned giving" strategies such as charitable trusts. He's a founder of the Los Gatos Community Foundation and chaired the Endowment Committee. He is a member of the Los Gatos Lions Club. He was married to Laura for 38 years before she died of cancer in November 2014. He has two grown sons. Bob is an Eagle Scout and was Cubmaster of Pack 556 when his boys were young. He coached his boys' teams in baseball, basketball & soccer. He was a captain in the U.S. Army and served in Europe and Vietnam.

Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information applies to this Item.

Other Business Activities

Before joining Heckman Financial, Bob had his own R.I.A. firm, Ericson Financial Services, which he operated from 2001 until January 2015.

Additional Compensation

Advisors Excel (an independent marketing organization) and sometimes insurance or investment companies may provide training, which could include food & travel costs to an adviser at little or free of charge. Some may also award items of appreciation for no cost. Advisors Excel provides marketing and back-office support also at little charge.

Supervision

Eric Heckman supervises Bob Ericson by reviewing client contracts, client financial plans & recommendations. Eric Heckman, President of HFIS, Inc. 408.297.9800

Requirements for State-Registered Advisers

No information applies to this Item.

Roger Gainer, ChFC®, RICP® 1299 Fourth St Ste 300 San Rafael, CA 94901
415.331.9030 roger@gainerfinancial.com
This Brochure Supplement provides information about Roger Gainer that supplements the Heckman Financial & Ins. Services, Inc. Brochure. Additional information about Roger Gainer is available on the S.E.C.'s website at **www.adviserinfo.sec.gov.**

Educational Background and Business Experience

Roger L. Gainer, born in 1952, is a licensed insurance agent for life and health insurance and holds the Chartered Financial Consultant (ChFC) designation from the American College.
He has over 25 years in his current financial and insurance services practice, helping clients gain greater control over their financial lives. He also helps small business owners. He attended the University of Tel Aviv and Southern Illinois University, where he followed a design curriculum.
ChFC - Chartered Financial Consultant issued by The American College
Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation
Educational Requirements: 6 core and two elective courses
Examination Type: Final proctored exam for each course
Continuing Education/Experience Requirements: 30 C.E. credits every two years
RICP®-Retirement Income Certified Professional
Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation
Educational Requirements: 3 Core courses totaling 120-150 hours of study
Examination Type: Final proctored exam for each course
Continuing Education/Experience Requirements: 30 C.E. credits every two years,
He is the former President of the Marin County chapter of NAIFA (National Association of Insurance and Financial Advisors). He is married to Davi Gainer and has two adult children.
He was a soccer coach and Board Member of the Mill Valley Soccer Club, as well as President of the Tamalpais High School PTSA, member of the Fiscal Advisory Committee of the Tamalpais Union High School District, a founding member of the Government Affairs Committee of the Mill Valley Chamber of Commerce, and a Board Member and Scholarship Chair for the Mill Valley Rotary Club.

Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information applies to this Item.

Other Business Activities

Mr. Gainer is President of Gainer Financial and Insurance Services, Inc., which represents various insurance companies. Gainer Financial and Insurance Services, Inc. will receive commissions from insurance sales as well as the sale of other financial products. The Client can implement the plan with another firm if a client wishes to do that.

Additional Compensation
Insurmark (an independent marketing organization) and sometimes insurance or investment companies may provide training, which could include food & travel costs to an adviser at little or free of charge. Some may also award items of appreciation for no cost. Insurmark provides marketing and back-office support also at little charge.

Supervision
Eric Heckman supervises Roger Gainer by reviewing client contracts, client financial plans & recommendations. Eric Heckman, President of HFIS, Inc. 408.297.9800

Requirements for State-Registered Advisers
No information applies to this Item.

Kevin McClelland
19925 Stevens Creek Blvd. Ste. 100, Cupertino, CA 95014
PH: 408.982.5257 Fax:408.982.5257 Email: kevinm@leewardfinancial.com
This Brochure Supplement provides information about Kevin McClelland that supplements the Heckman Financial & Ins. Services, Inc. Brochure. Additional information about Kevin McClelland is available on the S.E.C.'s website at **www.adviserinfo.sec.gov**.

Educational Background and Business Experience

Kevin R. McClelland, born in 1960, in addition to holding a Series 65 is also a licensed insurance agent for Life, Health, Medicare, Disability, & Long Term Care Insurance.
Kevin was involved in the restaurant business for over 20 years serving as the general manager of several stores during that time. He has been involved with Heckman Financial and Insurance Services Inc. since 2007, helping clients to gain greater control over their financial future. He has attended San Jose State University, U.C. Santa Cruz, & the American College.

Kevin McClelland is a past president of the Board of the Cupertino Chamber of Commerce and still serves on the board as well as serving on the Board of The Silicon Valley Organization. He participates in fundraisers & business advocacy in that role. He is married to Cristina McClelland and has one daughter.

Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information applies to this Item.

Other Business Activities

Kevin McClelland owns and operates Leeward Financial & Insurance Services representing various insurance companies' firms and receives commissions from insurance sales. Kevin also works with small businesses with a focus on restaurants, consulting for sales building & profitability for a fee.

Additional Compensation

Asset Marketing Systems (an independent marketing organization) and sometimes insurance or investment companies may provide training, which could include food & travel costs to an adviser at little or free of charge. Some may also award items of appreciation for no cost. A.M.S. provides marketing and back-office support also at little charge.

Supervision

Eric Heckman supervises Kevin McClelland by reviewing client contracts, client financial plans & recommendations. Eric Heckman, President of HFIS, Inc. 408.297.9800

Requirements for State-Registered Advisers

No information applies to this Item.