

Introduction

William Howard & Co. Financial Advisors, Inc. (“WHC”) is an investment adviser registered with the Securities and Exchange Commission (“SEC”). We feel it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account or service is right for you. There are free and simple tools available to research firms and financial professionals at www.investor.gov/crs, which also provides educational materials about investment advisers, broker-dealers, and investing.

What investment services and advice can you provide me?

As an investment adviser, WHC offers investment advisory services to retail investors which include investment advisory services and financial advisory services. If we are providing investment advisory services to you, we will provide you with [our Form ADV Part 2](#), [Privacy Policy](#), other disclosures and enter into an Investment Advisory Agreement. We will regularly monitor your investments on a quarterly basis, with assets and transactions reviewed daily, as part of our standard services. Please refer to Item 4 of our [Form ADV Part 2A](#) for further information.

We manage accounts on a discretionary basis, which means we do not need to call you when buying or selling investments in your account. You will sign an investment management agreement and limited power of attorney giving us this authority. This agreement will remain in place until you or we terminate our relationship. We also monitor and assist with some accounts on a non-discretionary basis, which means that you make the ultimate decision regarding buying or selling investments in your account. Please refer to Item 16 of our [Form ADV Part 2A](#) for further information. We do not limit our advice and services to proprietary products or a limited menu of products or investments. Our Clients typically have a minimum of \$1,000,000 net worth and \$250,000 per year income. Please refer to Item 7 of our Form ADV Part 2A for further information.

Questions 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 means?*

What fees will I pay?

Fees and costs affect the value of your account over time and vary depending on certain factors. Please ask us to give you personalized information on the fees and costs you will pay. Our fees are and paid quarterly as a percentage of assets under management. Our incentive is to increase the value of your account over time, which will increase our fees over time.

The broker-dealer (“custodian”) that holds your assets can charge you a transaction fee when we buy or sell an investment for you. These transaction fees are in addition to our advisory fee. You could also pay fees charged by the custodian for certain investments and maintaining your account. Some investments, such as mutual funds and exchange traded funds charge additional fees that will reduce the value of your investments 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. Please refer to Item 5 of our [Form ADV Part 2A](#) for further information.

Question 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.

WHC provides investment advisory services. The fees for investment advisory services are based on the market value of assets under management at the end of each calendar quarter and are payable at the end of each calendar quarter. We also provide financial advisory services on matters not involving securities.

WHC's revenue is from the advisory fees we collect from our clients' accounts each quarter. We have an incentive to increase the amount of investments we manage which could bias our advice towards investing more rather than paying off debt or recommending you not have investments that we do not manage. We do not sell proprietary products, receive payments for referrals, or participate in revenue sharing. For additional information on conflicts of interest, please see our Form ADV Part 2A.

Question to Ask Us:

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

How do your financial professionals make money?

Our staff are employees of the firm and are paid a fixed salary. The Investment Advisor also receives on a quarterly basis the advisory fees that WHC collects from the accounts managed. This compensation structure creates an incentive for our financial professionals to recommend that you increase the size of your account with us.

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 our firm and our financial professionals.

Questions 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 investment advisory services on the SEC's website www.adviserinfo.sec.gov by searching CRD #105959. You may also contact our firm at 901-761-5068 or whc@whcfa.com to request a current copy of our [Form ADV Part 2](#) or up-to-date Form ADV Part 3 – this relationship summary.

Questions 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?*

Exhibit - Changes

Since the last filing of this Form ADV Part 3, dated March 4, 2024, we have updated our disciplinary disclosure.