

Client Relationship Summary
H. L. Ormond & Company, LLC (CRD# 313593)
March 2023

Introduction

Our firm, [H.L. Ormond & Company, LLC](#), (“HLO”) is registered as an investment advisor with the U.S. Securities and Exchange Commission (“SEC”). Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. 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.

Relationships and Services

What investment services and advice can you provide me?

Services: We offer investment advisory services to retail investors. These services include investment management and related advisory services. We work closely with you to identify your investment goals and objectives, as well as your risk tolerance and financial situation in order to develop an investment approach. In our Direct Platform, all investment decisions will be made by HLO. As part of our Managed Programs, we may use an unaffiliated investment manager as a sub-advisor to your account. In this instance, our services are offered as a wrap fee program where we combine securities transaction fees and other fees and expenses with our investment advisory services.

Accounts, Investments, and Monitoring: We provide services to individual, joint, retirement, trust and estate accounts. We primarily use mutual funds, exchange-traded funds, individual stocks and/or individual bonds in constructing portfolios. We may also utilize or retain traded real estate investment trusts (“REITs”) and/or other types of investments, as appropriate. Our investment strategies are typically long-term, diversified portfolios, with a bias towards equity investments. Investment portfolios may include our internal investment management and/or an allocation to unaffiliated investment managers. We do not offer proprietary products. We monitor portfolios and securities in accounts on a regular and continuous basis. We also meet with you at least annually, or more frequently, depending on your needs.

Investment Authority: We provide our services on a discretionary and non-discretionary basis. We execute investment recommendations in accordance with your investment objectives without your prior approval of each specific transaction. In a non-discretionary relationship, we will make recommendations to you but you will make the ultimate decision regarding the purchase or sale of investments.

Account Minimums & Other Requirements: We require a minimum relationship size of \$1,000,000, which may be reduced at our discretion.

Additional Information: For more detailed information about our relationships and services, please see Item 4 – Advisory Services, Item 13 – Review of Accounts and Item 7 – Types of Clients on our Form ADV Part 2A available via our firm’s [Investment Adviser Public Disclosure Page](#).

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?*

Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Asset-Based Fees: In our Direct Platform, asset-based fees for investment management services range from 0.75% to 1.75% annually. This fee is collected in advance, on a monthly basis and calculated as a percentage of the value of the cash and investments in your account[s] that we manage. When you utilize our Managed Programs, you are assessed an all-inclusive wrap fee for advisory and brokerage services. The asset-based fees for this platform range from 0.75% - 2.25%. The fee is collected on a quarterly basis, in advance, and calculated as a percentage of the value of cash and investments in your account(s). The investment management fee includes a portion attributable to HLO, the non-affiliated investment manager, the custodian and transaction costs. A wrap fee program is an investment program where the client pays one stated fee that includes management fees, transaction costs, fund expenses and other administrative fees. When the account is invested in a wrap fee program, the fees and costs associated with obtaining these services and investments outside of the wrap program may be less than those acquired through the wrap program.

Since we are an investment adviser which charges asset-based fees, the more assets there are in a retail investor’s advisory account, the more a retail investor will pay in fees, and therefore HLO has an incentive to encourage you to increase the assets in your account.

Other Fees & Costs: In addition to our advisory fee, you may also be responsible for third party manager, and/or platform fees depending on the independent manager utilized. You may also be responsible for account administrative fees and expenses related to mutual funds and exchange-traded funds.

Additional Information: 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. For more detailed information on our fees, please see Item 5 – Fees and Compensation of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).

Conversation Starters: *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 interests 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:

Certain financial professionals are licensed as insurance agents. In addition to our services, your financial professional may offer you insurance products in their separate capacity as an insurance professional. The fees charged for the implementation of insurance products are separate from our advisory fees, where your financial professional will earn commission-based compensation for the implementation of an insurance product. Therefore, there is a financial incentive to recommend that you implement insurance through our financial professionals.

Additional Information: For more detailed information, please see Item 10 – Financial Industry Activities and Affiliations, Item 12 – Brokerage Practices and Item 14 – Client Referrals and Other Compensation of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).

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

How do your financial professionals make money?

Our financial professionals are compensated based on an agreed-upon annual salary. Additionally, they receive compensation based on their job performance. The owner of our firm is compensated based on the revenue generated from advisory services. This means the owner has an incentive to increase the asset size in the relationship or solicit new business, taking time away from the day-to-day servicing of existing clients.

Disciplinary History

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

No. You can visit [Investor.gov/CRS](https://www.investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters: *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 by viewing our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#) or via our website at <https://www.hlormond.com/>. You can request up to date information and a copy of our client relationship summary by contacting us at (252) 756-4010.

Conversation Starters: *Who is my primary contact person? Is he or she a representative of an investment advisor? Who can I talk to if I have concerns about how this person is treating me?*