



Form ADV Part 2A: Firm Brochure

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Item 1 – Cover Page

This Firm Brochure provides information about the qualifications and business practices of Harper Financial Strategies, LLC. If you have any questions about the contents of this Brochure, please contact us at (785) 856-9119. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority.

Harper Financial Strategies, LLC is a registered investment adviser. Registration as an investment adviser does not imply a certain level of skill or training.

Additional information about Harper Financial Strategies, LLC is also available on the SEC's website at www.adviserinfo.sec.gov, using our CRD number 317645.

Item 2 – Material Changes

Annual Update

The Material Changes section of this Brochure will be updated annually or when material changes occur since the previous release of the Brochure. Each year, we will ensure that you receive a summary of any material changes to this and subsequent Brochures by April 30th. We will further provide you with our most recent Brochure at any time at your request without charge by contacting us at (785) 856-9119.

Material Changes Since the Last Annual Amendment

Since our last annual amendment dated March 21, 2024, we have made the following material changes:

- We no longer offer the AccuPlan service as an advisory service and have removed its description from [Item 4](#) and its associated fees from [Item 5](#) below.
- We have updated our financial planning consulting services to include two different planning options: ongoing comprehensive financial planning and one-time financial plan creation services. Please refer to [Item 4](#) for the description of these services and [Item 5](#) for their associated fees.
- We have updated the tiered fee schedule for our asset management services. Please see [Item 5](#) below for more details.

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Item 4 – Advisory Business

General Information

Harper Financial Strategies, LLC (“HFS”) is a registered investment adviser based in Lawrence, Kansas, and incorporated under the laws of the State of Kansas in February 2022. HFS became registered as an investment adviser with the State of Kansas in April 2022. HFS is wholly owned by Garrett Harper. Information regarding his formal education and business background can be found in the accompanying [Form ADV Part 2B: Brochure Supplement](#).

Services

Asset Management Services

HFS provides ongoing discretionary asset management services to various types of clients. When providing asset management services, the firm not only makes recommendations related to investments, but also implements these recommendations and provides ongoing monitoring and reporting. HFS works with clients to assess their investment goals and objectives as well as risk tolerance in order to create an initial portfolio allocation designed to complement their financial goals and objectives. HFS may create a portfolio, consisting of, but not limited to, individual stocks, bonds, exchange-traded funds, and no-load funds and/or load-waived mutual funds (front-end commissions will not be charged). Your investment portfolio includes your brokerage accounts held by a qualified custodian for which you have appointed us as your investment adviser of record.

Each portfolio will be initially designed to help meet a particular investment goal of the client. Once the initial portfolio and accounts have been established, HFS will review the portfolio and rebalance the accounts based upon our client’s individual needs, stated goals, and objectives. We provide asset management services on a discretionary basis, which means we will execute trades in your account based on your investment strategy without seeking your pre-approval for each transaction. Our strategy, generally, will be to seek to meet client investment objectives while providing clients with access to personal advisory services.

We assign your investment strategy based on the information you provide to us. Inaccurate or incomplete information could result in an inappropriate investment portfolio. To create a strategy, we must make certain assumptions with respect to interest and inflation rates, past trends, and future projections of the performance of the market and economy. Past performance is no indication of future performance, and we cannot offer any guarantees or promises that your goals and objectives will be met. Changes to your personal financial circumstances, goals, or objectives could cause your investment strategy to become inaccurate and out of date. We recommend you notify us promptly of any changes so your portfolio can be updated, if necessary.

Financial Planning Consulting Services

HFS provides financial planning consulting services, which includes an evaluation of a client’s current financial situation and future projections by using currently known variables to predict future cash flows, asset values, and withdrawal plans. At the inception of the financial planning process, HFS will establish the client’s goals and objectives and collect relevant data. HFS will review and analyze the financial information based on the client’s circumstances. Once such information has been reviewed and analyzed, a written report is produced and presented that is designed to achieve the client’s financial goals and objectives.

The financial plan is designed based on the needs and services requested by the client to help them reach their financial and life goals and are agreed to prior to the onset of the agreement. The primary purpose of this process is to assist the client in developing a strategy for the successful management of income, assets, and liabilities and meeting their short- and long-term goals and objectives.

The resulting report may incorporate analysis and recommendations on a number of topics, such as:

- **Annuity Review** – Reviewing any annuities that are held by the client and if any additional annuities would be beneficial in helping the client achieve their financial goals.
- **Asset Allocation** – Asset allocation is a broad term used to define the process of selecting a mix of asset classes and the efficient allocation of capital to those assets by matching rates of return to a specified and quantifiable tolerance for risk.
- **Assets and Liabilities** – Assets are the items clients own that can provide future economic benefit. Liabilities are what is owed to other parties.
- **Cash Flow** – Cash flow is the total amount of money being transferred into and out of investment accounts, especially as affecting liquidity.
- **Education Planning** – We assist with planning for future costs of education, creating appropriate accounts, and investing in those accounts to meet forthcoming education needs.
- **Estate Planning** – Estate planning involves planning for how an individual's assets will be preserved, managed, and distributed after death. HFS can work hand in hand with estate-planning attorneys when it may benefit the client.
- **Financial Organization** – HFS will review your current investments and work with the client to determine if each investment is working for the client in the way the client anticipates. This could include devising a strategy for acquiring and disposing of portfolio holdings.
- **Insurance Analysis** – We will analyze what insurance policies are being held and if any additional insurance products would be beneficial in helping the client achieve their financial goals.
- **Investment Planning** – HFS will work with clients to create a comprehensive statement of an individual's long-term objectives for security and well-being and a detailed savings and investing strategy for achieving those objectives.
- **Retirement Planning** – This is the process of determining retirement income goals and the actions and decisions necessary to achieve those goals. Retirement planning includes identifying sources of income, estimating expenses, implementing a savings program, and managing assets and risk.
- **Risk Assessment/Management** – Through conversation, review of current investments, future goals, and selection of investments, HFS will work with clients to understand, analyze, and address potential risks to help clients toward their goals.
- **Stock Options** – As applicable, we can assist in analyzing stock options, a benefit in the form of an option given by a company to an employee to buy stock in the company at a discount or at a stated fixed price.
- **Tax Implications** – We can assist in analyzing and planning around potential tax liabilities, an important element of investing is managing how much tax you will owe on your gains. HFS recommends clients consult with an accountant for further information.

Financial planning consulting services are provided on a non-discretionary basis. This means you have the option to implement any of the recommendations we make and are not obligated to implement any of our recommendations. Unless the client engages our asset management services, we do not have any control over the timing or accuracy of any investment transactions executed by the client. Although the financial plan could consider your tax situation or estate plan, we are not an accounting or law firm. We recommend you work closely with your attorney, accountant, or other professionals in implementing your plan. We are happy to work with your professionals to coordinate your plan with your estate and tax planning needs.

Financial plans are based on the client's financial situation at the onset of the planning process and on the financial information disclosed to HFS by the client. Inaccurate or incomplete information could result in an inaccurate or incomplete financial plan. To create a financial plan, we must make certain assumptions with respect to interest and inflation rates, past trends, and future projections of the performance of the market and economy. Past performance is no indication of future performance, and we cannot offer any guarantees or promises that your goals and objectives will be met. As the client's financial situation, goals, objectives, or needs change, their plan should be updated so it remains effective. We recommend you notify us promptly of any changes to your financial circumstances so your plan can be updated.

In some cases, your financial plan could recommend an insurance product. Garrett Harper, Managing Principal of HFS, is also a licensed insurance agent. If you choose to purchase a recommended insurance product through Garrett, he will earn a commission on products purchased. This creates an incentive to recommend insurance products based on the commission received, which is a conflict of interest. This conflict is mitigated due to Garrett's fiduciary responsibilities and because clients have the discretion to choose to purchase any insurance products and can purchase products through any licensed insurance agent, including an agent not associated with our firm.

To accommodate different levels of planning needs, our financial planning consulting services are offered as ongoing comprehensive financial planning or one-time financial plan creation services. Each of these is described in more detail below:

- **Ongoing Comprehensive Financial Planning Services** – Our ongoing comprehensive financial planning is appropriate for individuals who want a comprehensive financial plan along with ongoing support for implementation of our recommendations, monitoring of progress, and updating of their plan as their financial situation evolves. With this service, you will receive a written or an electronic report, providing you with a comprehensive financial plan designed to achieve your stated goals and objectives. We will answer any questions regarding your plan as they arise. We will typically meet with you at least two times per year, but we are also available to discuss any other questions or concerns you have by email, phone call, or in-person or virtual meetings in between scheduled reviews.
- **One-Time Financial Plan Creation Services** – Our one-time financial plan creation is appropriate for individuals who want advice on a specific financial topic or question. This service can be engaged on a project basis for a one-time financial plan. Clients will receive a written or an electronic report, providing you with a financial plan designed to achieve your stated goals and objectives. For one-time financial plans, we do not provide ongoing review or updates of your plan. Individuals can implement any planning recommendations or investment transactions on their own.

Types of Investments

HFS provides tailored investment advisory services, recommending asset allocation strategies of managed assets among investment products such as cash, stocks, mutual funds, bonds, and annuities. We could also recommend other types of investments when appropriate based on a client's circumstances. See [Item 8](#) below for additional information on our portfolio management practices.

Client Tailored Services

Our investment advice is tailored to meet our clients' needs and investment objectives. Clients may impose restrictions on investing in certain securities or types of securities (such as a product type, specific companies, or specific sectors) by providing a signed and dated written notification, of which an e-mail is an acceptable form of notification. We will make a reasonable attempt to honor any restrictions you request, but in the case of pooled investment vehicles, such as mutual funds or exchange-traded funds where underlying holdings change frequently, we cannot guarantee restrictions will always be enforced. In addition, such restrictions could cause us to deviate from the investment decisions we would otherwise

make in managing your account. In some cases, we could be unable to accommodate restrictions if they do not allow us to manage your portfolio in a prudent manner.

We will contact or attempt to contact you annually to confirm if there have been any changes in your financial situation or investment objectives or determine if you wish to impose or modify account restrictions. Because our advisory services are based on your specific financial circumstances, you are urged to promptly notify us any time you experience changes to your circumstances, so we can determine if any changes to your investment strategy or our recommendations are necessary.

Wrap Fee Program

We do not participate in a wrap fee program.

Assets Under Management

As of the end of our last fiscal year, December 31, 2024, the firm had \$24,995,897 in discretionary assets under management and \$1,149,463 in non-discretionary assets under management. This section will be updated on at least an annual basis to reflect our assets under management as of December 31 of each year, or more frequently if material changes occur with regard to the assets we manage.

Item 5 – Fees and Compensation

We believe our fees are reasonable for the services provided and in relation to fees charged by other advisers. However, comparable services for lower fees may be available from other sources. Fees are not based on the share of capital gains or capital appreciation of the funds or any portion of the funds.

Please note, unless you have received our Firm Brochure at least 48 hours prior to signing an advisory agreement, you may terminate the agreement without penalty or fees within five business days after entering into the agreement with HFS.

How we are paid depends on the type of advisory service we provide. Fees could be negotiable based primarily on total assets under our management and the level of complexity of the services provided. Complexity considers various factors of the client's financial circumstances, such as income, assets, liabilities, marital and family status, employment status, and number of financial areas that need to be addressed. In individual cases, HFS has the sole discretion to negotiate fees that are lower than the standard fees shown below or to waive fees. Therefore, some clients could pay different fees than the fee schedule shown below. Your exact fee and other terms will be outlined in your advisory agreement. Please review the following information for the types of fees we assess.

Asset Management Services

Fees for asset management services are charged monthly in arrears. Fees for the initial month will be prorated based upon the number of calendar days in the calendar month that the advisory agreement goes into effect. Fees are based on the market value of the assets on the last business day of the month. Because our asset management services are provided on a discretionary basis, the advisory fee is calculated on all assets held in your account, including cash and cash equivalents. Annual fees are according to a tiered fee schedule based on the amount of assets under management, per the chart below:

Total Account Value	Maximum Annual Advisory Fee
\$0 – \$250,000	1.00%
\$250,001 – \$500,000	0.95%
\$500,001 – \$1,000,000	0.80%
\$1,000,001 – \$2,500,000	0.65%
\$2,500,001 – \$5,000,000	0.50%
\$5,000,001 – \$10,000,000	0.30%
\$10,000,001 – \$20,000,000	0.20%
Over \$20,000,001	0.10%

This is a blended tier fee schedule, which means that different fees are applied to the different levels of assets under management. For example, for \$1,000,000 in assets under management, the first \$250,000 would be charged 1.00%, the next \$250,000 would be charged 0.95%, and the next \$500,000 would be charged 0.80%.

As authorized in the advisory agreement, the account custodian withdraws HFS's advisory fees directly from the clients' accounts and pays the fees to us. The custodial statement includes the amount of any fees paid to HFS for advisory services. You should carefully review the statement from your custodian and verify the calculation of fees. Your custodian does not verify the accuracy of fee calculations. If you have any questions or concerns about your statement or fee, you are urged to contact us immediately.

Your portfolio will typically hold investment options that are regularly traded on an open exchange with an observable market value, which is used to calculate the advisory fee. The custodian provides the valuation of these securities. In the rare event your portfolio includes a holding which does not have an observable market value, we will use accepted industry methods for determining a fair market value for such a holding. If you dispute our fair market valuation analysis, you can provide us with additional information to substantiate a different fair market value.

In general, for clients engaging asset management services, ongoing comprehensive financial planning services are included for no additional fee and the fees for asset management services will cover financial planning, with the exception of unique, more complex circumstances that may require a separate agreement for financial planning services. If the situation warrants separate financial planning fees, it will be discussed with the client upfront and a separate agreement will be negotiated.

The client may terminate our advisory services upon written notice. In the event you decide to terminate the advisory agreement early, you will be responsible for payment of our services provided prior to termination. Your final fee will be prorated based on the number of days services are provided during the final calendar month, up to and including the date of HFS's receipt of client's written notice to terminate. Any earned but unpaid fees are immediately due and payable. Because fees are paid in arrears, no refunds will be provided.

Financial Planning Consulting Services

Ongoing Comprehensive Financial Planning Services

For clients who engage our asset management services, we generally offer ongoing comprehensive financial planning services for no additional fee, depending upon the complexity of the client's situation and total assets under management. In more complex circumstances, we may offer ongoing comprehensive financial planning services at a negotiated or discounted rate.

When ongoing comprehensive financial planning services are engaged as a standalone service, we charge a fixed monthly fee that generally range from \$150 to \$1,400 per month paid in advance. However, fees could be higher or lower and could vary depending upon the complexity of the client situation and the services to be provided. Your specific fee will be discussed with you prior to engagement and will be set

forth in the advisory agreement you sign. We do not charge \$500 or more in fees per client six or more months in advance.

Clients may terminate ongoing comprehensive financial planning services upon written notice to HFS. In the event you decide to terminate an agreement early, you will be responsible for our services provided prior to termination. The final fee will be prorated based on the number of days services were provided during the calendar month, up to and including the date of termination notice. After deducting the final fee, the balance of unearned fees will be immediately refunded. We will provide you with any completed deliverables. However, please note that if the agreement is terminated prior to completion, the scope and/or soundness of any analysis or other work product made prior to completion could be limited, inaccurate, or incomplete due to the early termination.

Fees for ongoing comprehensive financial planning services can be paid by check, electronic funds transfer, or debit or credit card through a third-party payment processor's secure portal through which client can securely input banking information.

One-Time Financial Plan Creation Services

For clients who would like to engage our financial planning consulting services for a one-time financial plan creation, we charge a fixed fee that generally ranges from \$1,800 to \$16,800 per project. However, fees may be lower or higher depending on the complexity of the client's circumstances. Your specific fee will be discussed with you prior to engagement and set forth in the advisory agreement you sign. We do not charge \$500 or more in fees per client six months or more in advance. Fees may be due and payable in full at the beginning of the engagement or we could offer you the ability to pay the fees in installments at our discretion.

Typically, one-time financial plan creation services will automatically terminate upon delivery of the final financial plan. However, clients can terminate an advisory agreement earlier upon written notice to HFS. In the event you decide to terminate the agreement early, you will be responsible for payment of our services provided prior to termination, based on the percentage of work already completed prior to the notice of termination. After deducting fees for hours worked, the balance of the unearned, prepaid fees will be refunded to you promptly. Any earned, unpaid fees will be due promptly. We will provide you with any completed deliverables. However, please note that if the agreement is terminated prior to completion, the scope and/or soundness of any analysis or other work product made prior to completion could be limited, inaccurate, or incomplete due to the early termination.

Fees for one-time financial plan creation services can be paid by check, electronic funds transfer, or debit or credit card through a third-party payment processor's secure portal through which client can securely input banking information.

Additional Fees and Expenses

In addition to advisory fees paid to HFS as explained above, clients may incur certain charges imposed by custodians, brokers, and other third-parties, such as custodial fees, deferred sales charges, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes associated with maintaining a brokerage account or securities transactions. These fees vary by broker or custodian. Additionally, mutual funds and exchange-traded funds charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to our fee, and HFS does not share any portion of such commissions, fees, and costs.

In addition, our fees are exclusive of fees or expenses associated with insurance products. In some cases, your financial plan may recommend an insurance product. Garrett Harper, Managing Principal of HFS, is also an insurance agent. If you choose to purchase a recommended insurance product through Garrett, he will earn a commission on products purchased. This creates an incentive to recommend insurance products based on the commission received, which is a conflict of interest. This conflict is mitigated by Garrett's

fiduciary responsibilities and because you have the discretion to choose to purchase any insurance products and you may purchase products through any licensed agent, including agents not affiliated with our firm. Commissions are payable to the insurance agent, and any commissions received from the sale of insurance products do not represent a substantial source of the agent's revenue.

Other than commissions received in connection with the sale of insurance products, we do not accept compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

Please refer to [Item 12](#) below for additional information on the factors we consider in selecting or recommending broker-dealers and custodians for your accounts and determining the reasonableness of their compensation (such as commissions).

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

HFS does not charge performance-based fees or participate in side- by-side management. Performance-based fees are fees that are based on a share of capital gains or appreciation of the assets of a client. Side-by-side management refers to the practice of managing accounts that are charged performance-based fees while at the same time managing accounts that are not charged performance-based fees.

Item 7 – Types of Clients

HFS offers advisory services to individuals and high net worth individuals. We do not require a minimum amount of investable assets to receive our services.

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

Methods of Analysis and Investment Strategies

HFS's methods of analysis and investment strategies incorporate the client's needs and investment objectives, time horizon, and risk tolerance. HFS is not bound to a specific investment strategy for the management of investment portfolios, but rather considers the risk tolerance levels pre-determined and gathered at the inception of the relationship as well as on an ongoing basis. Examples of methodologies that our investment strategies may incorporate include:

- **Asset Allocation** – Asset allocation is a broad term used to define the process of selecting a mix of asset classes and the efficient allocation of capital to those assets by matching rates of return to a specified and quantifiable tolerance for risk.
- **Dollar-Cost Averaging** – Dollar-cost averaging is the technique of buying a fixed dollar amount of securities at regularly scheduled intervals, regardless of the price per share. This will gradually, over time, decrease the average share price of the security. Dollar-cost averaging lessens the risk of investing a large amount in a single investment at the wrong time.
- **Technical Analysis** – Technical analysis involves studying past price patterns and trends in the financial markets to predict the direction of both the overall market and specific stocks.
- **Short-Term Purchases** – Short-term purchases include securities purchased with the expectation that they will be sold within a relatively short period of time, generally less than one year, to take advantage of the securities' short term price fluctuations.

HFS's primary goal for investing is to help the client maintain purchasing power over the long-term. This may result in short-term variability and loss of principal. Time horizon and risk tolerance are key determinates of the proper asset allocation. HFS's approach focuses on taking appropriate risks for which

clients are compensated (such as market risk) and seeking to limit or eliminate risks that do not provide compensation over the long-term (such as individual stock risk or lack of portfolio risk).

Our strategies and investments may have unique and significant tax implications. Regardless of your account size or other factors, we strongly recommend that you continuously consult with a tax professional prior to and throughout the investing of your assets.

Risk of Loss

Investing in securities involves risk and could result in a loss of your original investment, which clients should be prepared to bear. While there is risk in all investments, some carry a greater degree of risk or higher costs. Although we manage your portfolio with strategies and in a manner consistent with your risk tolerances, there can be no guarantee that our efforts will be successful, nor is there a guarantee of profit or protection from loss. Where applicable, we encourage you to read the fund prospectus or other investment offering documents to fully understand the risks associated with each investment.

General Risks

Below are some general risks associated with investing:

- **Market Risk** – The prices of securities in which clients invest may decline in response to certain events taking place around the world, including those directly involving the companies whose securities are owned by the client or an underlying fund; conditions affecting the general economy; overall market changes; local, regional, global, political, social, or economic instability; and currency, interest rate, and commodity price fluctuations. Investors should have a long-term perspective and be able to tolerate potentially sharp declines in market value.
- **Management Risk** – HFS's investment approach may fail to produce the intended results. If our perception of the performance of a specific asset class or underlying fund is not realized in the expected time frame, the overall performance of client's portfolio may suffer.
- **Inflation Risk** – Inflation could erode the buying power of your investment portfolio, even if the dollar value of your investments remains the same.
- **Interest Rate Risk** – Fixed income security prices generally fall when interest rates rise, and the value could fall below par value or the principal investment. The opposite is also generally true, and fixed income security prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.
- **Legal or Legislative Risk** – Legislative changes or court rulings could impact the value of investments or the securities' claim on the issuer's assets and finances.
- **Limited Markets** – Certain securities could be less liquid (that is, harder to sell or buy) and their prices could at times be more volatile than at other times. Under certain market conditions it could be difficult to sell or liquidate investments at prices considered reasonable or favorable or find buyers at any price.
- **Small and Medium Cap Company Risk** – Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in larger companies. Small and medium cap companies could face a greater risk of business failure, which could increase the volatility of an investment portfolio.

Investment-Specific Risks

Apart from the general risks outlined above, which apply to all types of investments, specific securities could have other risks, including, but not limited to:

- **Corporate Bonds** – Corporate bonds are a way for companies to borrow money from investors. When you buy a corporate bond, the company agrees to pay you interest regularly and return the borrowed amount either in installments or all at once when the bond matures. Some bonds, like zero-coupon bonds, do not pay interest over time. Instead, they are sold at a lower price than their face value, and their value gradually increases until they reach full value at maturity. The price of bonds can change based on factors like interest rates, the company’s financial health, and how long until the bond matures. Generally, bond prices go down when interest rates go up and rise when interest rates fall. Bonds with longer periods until maturity are more sensitive to changes in interest rates.
- **Exchange-Traded Funds** – Exchange-traded funds (“ETFs”) are investment funds that hold a mix of securities, like stocks or bonds, to mirror the performance of a specific market index or commodity. They can track things like stock indexes, industries, bonds, or precious metals. Some ETFs simply follow an index, while others are actively managed. While many ETFs are straightforward, some use complex strategies that may be harder to understand. The value of ETFs can fluctuate based on market conditions, and they are subject to the same risks as the assets they track, such as stock market volatility or interest rate changes. Some ETFs may have low trading volume, making it harder to buy or sell shares at a desirable price. Actively managed or leveraged ETFs may carry additional risks, including higher costs and more unpredictable price movements.
- **Municipal Bonds** – Municipal bonds are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond’s tax-favored status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor’s tax bracket. Investing in municipal bonds carries the same general risks as investing in fixed income securities in general. Those risks include interest rate, reinvestment, inflation, market, call or redemption, credit, liquidity, and valuation risk.
- **Mutual Funds** – Mutual funds are pooled investment vehicles, including money market instruments, stocks, bonds, or other investments. Professional money managers research, select, and monitor the performance of the securities the fund purchases. It is easier to achieve diversification through ownership of mutual funds than through ownership of individual stocks or bonds. Even with no-load or load-waived funds, there are mutual fund expenses paid to the fund company. Investors could have to pay taxes on capital gains distribution received by the fund but not distributed to the investor. Mutual funds are subject to market risk, meaning their value can rise or fall based on overall market conditions.
- **Stocks** – Stock represents ownership of a company. If the company prospers and grows, the value of the stock should increase. Even if a company is profitable, the stock prices are subject to market risk, which is attributable to investor attitudes. Stock ownership in more established companies is more conservative, while younger companies provide the most risk and reward opportunities.

Item 9 – Disciplinary Information

As a registered investment adviser, we are required to disclose material facts about any legal event that could be material to your evaluation of our advisory business or of the integrity of our management personnel. We do not have any legal or disciplinary events regarding our firm or management personnel to disclose.

Item 10 – Other Financial Industry Activities and Affiliation

Neither HFS nor any of our management personnel are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer. In addition, neither HFS nor any of our management personnel are registered, or have any application pending to register, as a futures commission merchant, commodity pool operator, commodity trading advisor, or an associated person of the foregoing entities.

Based on the services you need, we could recommend that you use one of several unaffiliated broker-dealers as the qualified custodian and broker for your accounts. We have established relationships with custodians that help facilitate our management of your accounts. Further information regarding these custodial relationships is provided in [Item 12](#) below.

Garrett Harper, Managing Principal of HFS, is also a licensed insurance agent. From time to time, he will offer clients advice on insurance products. If you choose to purchase a recommended product through Garrett, he will earn a commission on products purchased, which is a conflict of interest. However, HFS always acts in the best interest of clients, including the sale of commissionable products to advisory clients. Clients are not required to purchase insurance products and may purchase products through any insurance agent, including agents not associated with HFS. Not more than 30% of Garrett's time is spent on this activity.

Other than the items disclosed above, we do not engage in any relationship or arrangement with financial service entities that create any material conflicts of interest between us and our clients.

Item 11 – Code of Ethics, Participation or Interest in Client Transactions, and Personal Trading

Code of Ethics

HFS's Code of Ethics includes guidelines for professional standards of conduct for our associated persons. Our goal is to protect client interests at all times and to demonstrate our commitment to fiduciary duties of honesty, good faith, and fair dealing. Additionally, the Code of Ethics includes policies regarding conflicts of interest, insider trading, and personal securities trading. HFS also accepts the obligation to comply with the mandates and requirements of all applicable laws and regulations and to act in an ethical and professionally responsible manner in all services and activities.

All of HFS's associated persons are expected to strictly adhere to these guidelines and are required to acknowledge their responsibilities under the Code of Ethics and to agree to adhere to all provisions on at least an annual basis. Persons associated with HFS are also required to report any violations to the Code of Ethics to Garrett Harper, Managing Principal and Chief Compliance Officer.

HFS's Code of Ethics is available to you upon request. You may obtain a copy of our Code of Ethics by contacting Garrett Harper at (785) 856-9119.

Participation or Interest in Client Transactions

We do not manage any proprietary funds or private investments; therefore, we do not have any material financial interest in any investments that may be used in client portfolios. We do not engage in principal transactions or agency cross transactions.

Personal Trading

HFS and its employees may buy or sell securities the same as, similar to, or different from those we recommend to clients. Investing in securities in which clients also invest presents a potential conflict of interest. Our Code of Ethics requires our firm and its employees to place client interests ahead of their own

in all investment decisions and prohibits trading in a manner that disadvantages clients. When trade orders are aggregated, securities transactions on behalf of our firm or its employees may be executed simultaneously with client transactions when participating in an aggregated trade. See [Item 12](#) below for more information on our order aggregation practices.

In an effort to reduce or eliminate conflicts of interest involving the firm or employee trading, we could restrict or prohibit certain transactions in our firm's proprietary and employee accounts. Any exceptions or trading pre-clearance must be approved by Garrett Harper, Managing Principal and Chief Compliance Officer, in advance. Garrett also reviews firm and employee holdings and transaction reports as required by our Code of Ethics and federal and state regulations.

Item 12 – Brokerage Practices

HFS is not affiliated with any broker-dealers. Specific custodian recommendations are made to clients based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

In order for HFS to provide discretionary asset management services, we request you utilize the brokerage and custodial services of Altruist Financial LLC ("Altruist"), with which we have an existing relationship. While you are free to choose any custodian, we recommend that you establish an account with Altruist to help facilitate our management of your accounts. The custodian will hold your assets in a separate brokerage account and you will open the account directly with them by entering into an account agreement. The custodian will buy and sell securities when we or you instruct them. We execute client transactions directly with the custodian that holds the client account. We do not allow clients to direct us to execute transactions through a specific broker-dealer.

Through our participation in the adviser program offered by Altruist, we receive various benefits, provided without cost or at a discount, which might not be available to retail customers. These benefits include certain investment options; execution of securities transactions; custodial services; access to an electronic trading platform, including access to aggregated block trading; the ability to deduct our advisory fee from client accounts; access to client account data; receipt of duplicate trade confirmations and account statements; research-related products and tools; pricing and market information; access to software, technology, or services; attendance at educational conferences and events; consulting on technology, compliance, or other business matters; and access to industry publications. Some of these products and services could benefit you directly, while others could benefit us by assisting in the administration of our business and the management of client accounts.

The availability of these services does not depend on the number or value of brokerage transactions directed to Altruist. These services are available to all advisers who participate in the custodial program and are not provided in exchange for us directing client trades to Altruist. Therefore, the services and benefits we receive from Altruist are not considered soft dollar arrangements. The receipt of these benefits from Altruist creates a potential conflict interest, as we could have an incentive to recommend you maintain your account with a specific custodian. However, we strive to recommend the custodian that is most appropriate for you based on your individual needs.

Best Execution

We recognize our obligation to seek best execution for our clients. We believe that our recommended custodian provides quality execution services for our clients at competitive prices. Price is not the sole factor we consider in evaluating best execution. We also consider the quality of the brokerage services provided by the recommended custodian, including the value of research provided, the firm's reputation, execution capabilities, commission rates, and responsiveness to our clients and our firm. In considering which custodian will be the best fit for HFS's clients and business model, we evaluate the following factors, which

is not an all-inclusive list: financial strength, reputation, reporting capabilities, execution capabilities, pricing, and types and quality of research. Therefore, our firm will seek services involving competitive rates, but they will not necessarily correlate into the lowest possible rate for each transaction. We have determined trading our clients' accounts through a preferred custodian is consistent with our firm's obligation to seek best execution of your trades. We regularly review and consider the overall quality and price of the services received from our preferred custodian in light of our duty to seek best execution.

Brokerage for Client Referrals

HFS does not receive client referrals from any broker-dealers or custodians.

Order Aggregation

When HFS buys or sells the same security for two or more clients (including our personal accounts), we may place concurrent orders to be executed together as a single "block" in order to facilitate orderly and efficient execution. Each client account will be charged or credited with the average price per unit. We receive no additional compensation or remuneration of any kind because we aggregate client transactions. No client is favored over any other client. If an order is not completely filled, it is allocated pro rata based on an allocation statement prepared by HFS prior to placing the order. Additionally, transaction fees, brokerage fees, and commissions will be allocated on a pro rata basis. Because of an order's aggregation, some clients may pay higher transaction costs or greater spreads or receive less favorable net prices on transactions than would otherwise be the case if the order had not been aggregated.

Item 13 – Review of Accounts

Asset Management Services

With our asset management services, client accounts are reviewed at least quarterly by Garrett Harper, Managing Principal of the firm. Garrett reviews clients' accounts with regard to their performance, investment policies, and risk tolerance levels to ensure the investment strategy remains appropriate. Additional reviews may be triggered by material market, economic, or political events or by changes in client's financial situation (such as retirement, termination of employment, physical move, or inheritance).

Each client will receive at least quarterly statements from the custodian that details the clients' account, performance, and transactions. Clients are encouraged to review these statements and contact us with any questions. We do not provide any regular periodic reports for asset management services.

Financial Planning Consulting Services

All financial plans are reviewed upon plan creation and delivery by Garrett Harper, Managing Principal of the firm. For our ongoing comprehensive financial planning services, we will review the financial plan and the client's progress towards goals or recommendations at least semi-annually. On at least an annual basis, we will update the financial plan to reflect the client's current financial situation, desired goals, and anticipated future needs.

With our one-time financial plan creation services, clients are provided a one-time plan concerning their financial situation and designated planning topics. After the presentation of the plan, there are no further reports and we do not provide ongoing review or monitoring. Clients may request plan updates or reports for an additional fee.

Item 14 – Client Referrals and Other Compensation

Other than the benefits from custodians disclosed in [Item 12](#) above, HFS does not receive any economic benefit, directly or indirectly, from any third-party for advice rendered to our clients. Nor do we, directly or indirectly, compensate any person who is not advisory personnel for client referrals.

Item 15 – Custody

HFS does not have physical custody of any client funds or securities and does not take custody of client accounts at any time. Client funds and securities will be held with an independent qualified custodian. However, by granting HFS written authorization to automatically deduct fees from client accounts, HFS is deemed to have limited custody. You will receive account statements from the custodian holding your funds at least quarterly. The account statement from your custodian will indicate the amount of advisory fees deducted from your accounts each billing cycle. Clients should carefully review statements received from the custodian and are encouraged to contact us with any questions.

Item 16 – Investment Discretion

Asset Management Services

Our asset management services are provided on a discretionary basis. Before HFS can buy or sell securities on your behalf, you must first sign our advisory agreement designating discretionary authority, a limited power of attorney, and/or trading authorization forms. By choosing to do so, you grant the firm discretion over the selection and amount of securities to be purchased or sold for your accounts without obtaining your consent or approval prior to each transaction. Clients may impose limitations on discretionary authority for investing in certain securities or types of securities (such as a product type, specific companies, or specific sectors), as well as other limitations as expressed by the client. Limitations on discretionary authority are required to be provided to HFS in writing.

Financial Planning Consulting Services

Recommendations made under our financial planning consulting services with regard to accounts we do not provide asset management services are made on a non-discretionary basis. Clients are responsible for initiating any transactions necessary to implement our recommendations.

Item 17 – Voting Client Securities

We do not vote proxies for securities held in your investment accounts. At your request, we may offer you advice regarding corporate actions and the exercise of your proxy voting rights. If you own shares of common stock or mutual funds, you are responsible for exercising your right to vote as a shareholder.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward any electronic solicitation to vote proxies.

Item 18 – Financial Information

HFS does not require or solicit more than \$500 in fees per client six or more months in advance. Therefore, we are not required to include our balance sheet in this section. We do not have any financial condition reasonably likely to impair our ability to meet our contractual requirements to our clients. We have not been the subject of a bankruptcy petition at any time.

Item 19 – Requirements for State-Registered Advisers

Garrett Harper is the Managing Principal and Chief Compliance Officer of HFS. His formal education and business background can be found in the accompanying [Form ADV Part 2B: Brochure Supplement](#).

Other than the advisory services described in this Brochure, HFS is not engaged in any other business activities and does not have any relationship or arrangement with any issuers of securities.

Neither HFS nor any of its supervised persons are compensated for advisory services with performance-based fees.

Neither HFS nor any of its supervised persons have been involved in any award resulting from an arbitration claim or civil, self-regulatory, or administrative proceeding.



Form ADV Part 2B: Brochure Supplement

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March 21, 2025

Garrett Harper

Item 1 – Cover Page

This Brochure Supplement provides information about Garrett Harper that supplements the Firm Brochure of Harper Financial Strategies, LLC ("HFS"), CRD #317645. You should have received a copy of that Brochure. Please contact Garrett Harper if you did not receive HFS's Brochure or if you have questions about this Supplement.

Additional information about Garrett Harper is available on the SEC's website at www.adviserinfo.sec.gov, which can be found using his CRD number 5983168.

Item 2 – Educational Background and Business Experience

Garrett Harper

- **CRD Number** – 5983168
- **Year of Birth** – 1982

Educational Background

- University of Kansas: Bachelor of Arts in Biology – 2006
- Pratt Community College:, Associate of Arts in Biology – 2002

Business Experience

- Harper Financial Strategies, LLC: Managing Principal and Chief Compliance Officer – 2/2015 to Present
- Generation Strategies, LLC: Associate – 11/2018 to 2/2022
- Eagle Strategies LLC: Investment Adviser Representative – 9/2014 to 2/2022
- NYLIFE Securities LLC: Registered Representative – 11/2011 to 2/2022
- New York Life Insurance Company: Agent – 9/2011 to 2/2022

Item 3 – Disciplinary Information

Garrett Harper has never been involved in an arbitration claim of any kind and has never been found liable in any criminal or civil actions, self-regulatory organization proceeding, administrative proceeding, or other hearings or formal adjudications.

Item 4 – Other Business Activities

Garrett Harper is licensed as an independent insurance agent. From time to time, he offers clients advice on insurance products and he will receive a commission for the sale of insurance products. This is a conflict of interest because it gives Garrett an incentive to recommend insurance products based on the commission amount received. This conflict is mitigated by the fact that Garrett has a fiduciary responsibility to place the interest of the client first. The client is under no obligation to purchase any recommended insurance products. Clients have the option to purchase these products through another insurance agent of their choosing, including agents not associated with HFS. Not more than 30% of Garrett's time is spent on this activity.

Item 5 – Additional Compensation

As owner of HFS, Garrett Harper receives economic benefit from the overall profitability of the firm, but he does not receive any additional compensation from non-clients for providing advisory services.

Item 6 – Supervision

Garrett Harper, as Managing Principal and Chief Compliance Officer of HFS, is responsible for supervision. Supervision is administered through the application of written policies and procedures. Garrett can be contacted at (785) 856-9119.

Item 7 – Requirements for State-Registered Advisers

Garrett Harper has never been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or bankruptcy petition.