

**ITEM 1 - Introduction**

Hardy Reed, LLC is registered with the United States Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences.

Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers and investing.

**ITEM 2 - What investment services and advice can you provide to me?**

Hardy Reed provides investment advisory services to retail and institutional investors. We provide our clients with a broad range of comprehensive wealth management, financial planning, consulting, investment advisory, retirement plan services and fiduciary services. We tailor our advisory services to match your investment objectives, goals, risk parameters, and other information which you provide to us. We monitor the holdings and performance of your account on an ongoing basis and provide you with periodic reports regarding the performance and holdings of your account. We primarily provide investment management services on a discretionary basis pursuant to authority granted to us in your client agreement. Pursuant to this discretionary authority we are authorized to determine which securities are bought and sold, the total amount to be bought and sold, and the costs at which transactions will be effected. Pursuant to the terms of your agreement we may provide you only financial planning or consulting services, and prepare and provide you with a written comprehensive financial plan, performing reviews of the plan with you dependent on your needs in accordance with the financial planning agreement. Hardy Reed does not receive any compensation from any source other than from our clients, therefore we do not offer or sell any proprietary products. We generally do not limit the types of investments we utilize for clients, and we primarily allocate your investment management assets among mutual funds and ETFs in accordance with your investment objectives, but may use fixed income and alternative products when appropriate. We may also allocate your investment management assets on a limited, discretionary basis among Separate Account Managers and fund of funds in accordance with your investment objectives. We do not impose account minimums for new clients, however, we reserve the right to accept or decline a potential client for any reason in our sole discretion.

For additional information, please refer to our [Form ADV Part 2A Brochure](#), especially Item 4 Advisory Business and Item 7 Types of Clients, Item 13 Review of Accounts and Item 16 Investment Discretion.

**Questions to Ask Us:**

- **Given my financial situation, should I choose an investment advisory service? Why or why not?**
- **How will you choose the investments that you recommend to me?**
- **What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?**

**ITEM 3.1 - What fees will I pay?**

For wealth management and investment advisory services we charge an annual asset based fee, which is a fee that is calculated based on percentage of the total value of the assets in your account. This fee, based on our fee schedule detailed in our [Form ADV Part 2A Brochure](#) starts at 1.25% and scales down based on the amount of your assets being managed by Hardy Reed. This fee is charged quarterly and based on the market value of the assets on the last day of the previous quarter. For an asset based fee, the more assets that are in a client's advisory account, the lower the fee percentage may be but the more a client will pay in fees. Therefore, we may have an incentive to encourage clients to increase the assets in his or her account. For financial planning services we charge a fixed fee dependent on the complexity of the selected services, which is billed at half the beginning of the engagement and half at the completion of the engagement. For institutional clients, your fees may be based on percentage of the total value of the assets in your account, or a flat fee with an inflation rider based on the scope of services provided. In addition to our fees you will be responsible for other fees and expenses as applicable, such as, transaction charges and fees/expenses charged by any custodian of your account,

subadvisor fees, separate account manager fees, and expenses of mutual funds and exchange-traded funds in which you invest, and any taxes or fees required by federal or state law.

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 additional information, see Item 5 Fees and Compensation of our [Form ADV Part 2A Brochure](#).

**Question to Ask Us:**

- **Help me to 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?**



**HARDYREED.COM** | 662.823.4722

FOR MORE INFORMATION ABOUT US AND OUR CEFEX®  
CERTIFICATION PLEASE VISIT [HARDYREED.COM](https://www.hardyreed.com)

**ITEM 3.2: 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 conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide to you. As an example, we receive various benefits and services from the custodian that we may recommend to you. For additional information, please refer to our Form ADV Part 2A Brochure, specifically Item 12 Brokerage Practices.

**Question to Ask Us:**

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

**ITEM 3.3: How do your financial professionals make money?**

Our financial professionals are paid pursuant to a combination of salary and a bonus structure related to a percentage of the amount of client assets and revenue they service, new clients obtained and/or an increase in client assets supervised by the professional, and the time and complexity required to meet a client's needs. Additionally they are eligible for an annual discretionary bonus structure related to client and firm success. Since the firm charges an asset-based advisory services fee, the more assets you have in your account the lower the fee percentage may be but the more a client will pay in fees. Therefore, the firm and the financial professional have an incentive to encourage you to increase the assets in your account. For additional information regarding our financial professionals' activities please refer to our Form ADV Part 2A Brochure, specifically Item 10 Other Financial Industry Activities and Affiliations.

**ITEM 4: Do you or your financial professionals have a 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.

**Questions to Ask Us:**

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

**ITEM 5: Additional Information**

For additional information about our investment advisory services and to request a copy of our Form CRS, please visit our website <https://hardyreed.com/> or contact 662-823-4722.

**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 a person is treating me?

