

Item 1: Cover Page
Part 2B of Form ADV: Brochure Supplement
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Charles Patrick Weidman, CFP®, MBA



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Firm Contact:
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Chief Compliance Officer

This brochure supplement provides information about Charlie Patrick Weidman that supplements Heritage Financial Counselors, LLC's brochure. You should have received a copy of that brochure. Please contact Charlie P. Weidman, Chief Compliance Officer, if you did not receive Heritage Financial Counselors, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Charlie Patrick Weidman is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #3252726.

Item 2: Educational Background & Business Experience

Charles Patrick Weidman

Year of Birth: 1958

Educational Background:

- 1980: Eastern Illinois University; Bachelor of Business Administration in Finance
- 1987: DePaul University, Kellstadt Graduate School of Business; MBA in Finance
- 2007: The American College; CERTIFIED FINANCIAL PLANNER™ designation

Business Background:

- 07/2017 – Present Heritage Financial Counselors, LLC; Managing Partner, Chief Compliance Officer & Financial Counselor
- 03/2012 – 08/2017 LPL Financial, LLC (dba Heritage Financial Counselors); Registered Representative
- 06/2010 – 03/2012 Financial Focus, LLC; Financial Advisor
- 03/2007 – 06/2010 Mid Atlantic Resource Group; Financial Advisor
- 03/2007 – 06/2010 Minnesota Life Insurance Co; Agent
- 03/2007 – 06/2010 Securian Financial Services, Inc; Financial Advisor
- 05/2005 – 02/2007 Northwestern Mutual Investment Services, LLC; Financial Advisor

Exams, Licenses & Other Professional Designations:

- 2008: CERTIFIED FINANCIAL PLANNER® professional

Mr. Weidman is certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, he may refer to himself as a CERTIFIED FINANCIAL PLANNER® professional or a CFP® professional, and he may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at www.cfp.net.

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials. CFP Board implemented the bachelor’s degree or higher requirement in 2007 and the financial planning development capstone course requirement in March 2012. Therefore, a CFP® professional who first became certified before those dates may not have earned a bachelor’s or higher degree or completed a financial planning development capstone course.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.

- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board’s Code of Ethics and Standards of Conduct (“Code and Standards”), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board’s Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

Item 3: Disciplinary Information

There are no legal or disciplinary events material to the evaluation of Mr. Weidman.

Item 4: Other Business Activities

Mr. Weidman does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 5: Additional Compensation

Mr. Weidman does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

The Registrant provides investment advisory and supervisory services in accordance with the Registrant’s policies and procedures manual. The primary purpose of the Registrant’s Rule 206(4)-7

policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the “Act”). The Registrant’s Chief Compliance Officer, Charles P. Weidman, is primarily responsible for the implementation of the Registrant’s policies and procedures and overseeing the activities of the Registrant’s supervised persons. Should an employee, independent contractor, investment adviser representative, or promoter of the Registrant have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding the Registrant’s supervision or compliance practices, please contact Mr. Weidman at 862-579-2899.