Building a bridge

to a better tomorrow.

Working With Halpern Financial

Halpern Financial, Inc. is a fee-only, independent SEC Registered Investment Advisory firm, founded with the uncompromising commitment to guiding our clients towards personal and financial success in an unbiased and transparent manner. We adhere to a disciplined investment methodology and develop personalized wealth management solutions to accumulate and protect the wealth of our clients. For each of our clients we strive to create financial stability and security, putting clients in control of their financial lives.

We have earned a reputation for excellence in our industry and have been repeatedly recognized among the nation's top wealth advisors by various national publications. As a NAPFA-Registered Financial Advisor, we adhere to the industry's most demanding practice requirements and meet NAPFA's (National Association of Personal Financial Advisors) rigorous standards. Our team approach employs independently certified professionals with advanced designations who are genuinely dedicated to the highest level of client service.

We add value to the client relationship by ensuring objectivity through our fee-only business model, coordinating with your professional team, utilizing lower-cost institutional investments, and employing tax-efficient strategies for client portfolios.

Benefits of Working With Halpern Financial

- Integrated Wealth Management Approach
- Cost Savings
- Tax Efficiency
- Institutional Investing
- Client Education
- Client Advisory Team Collaboration

Our mission is to guide clients toward financial security and peace of mind.

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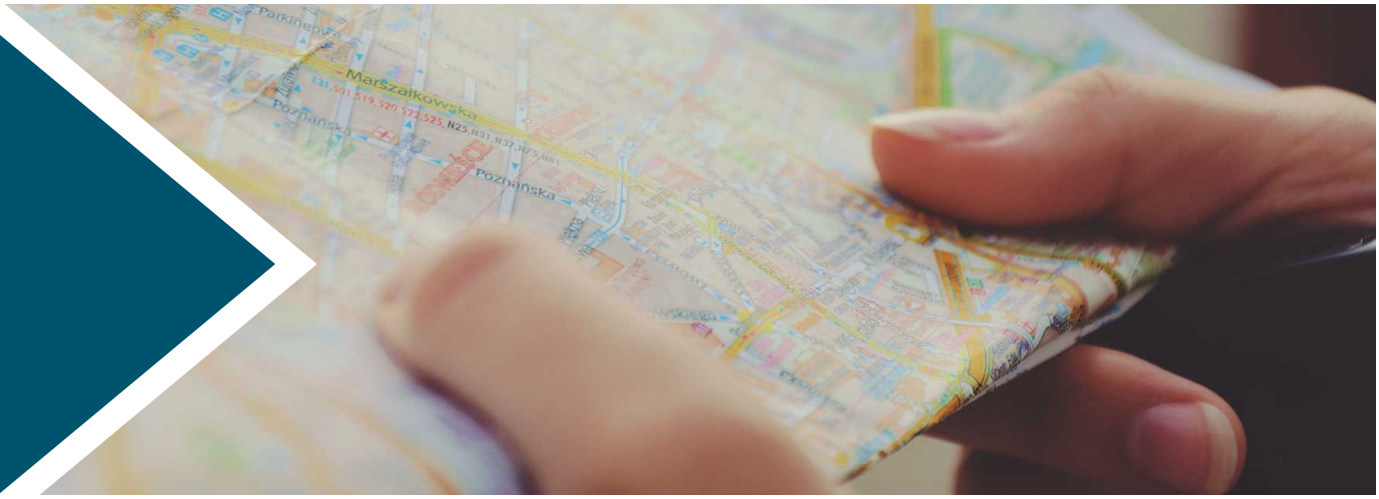

What to Expect as a Client

We believe clients deserve an advisory relationship based on integrity and trust, which fosters open communication, encourages candid advice and promotes innovative strategies. We embrace our role as listeners to best understand what is important to you. As your advisor, we look to cultivate your trust and confidence by matching wealth solutions with your unique goals and objectives.

Enjoy freedom of choice with our independent platform.

- **We have no affiliation with any bank, broker-dealer, wirehouse, or insurance company.**
- **We can easily process in-kind transfers for your portfolio.**
- **Our recommended custodian can hold most securities as long as they fit your portfolio objectives.**

As a client of Halpern Financial, you will find that through all six stages of our client experience, we focus on your financial and life goals, provide advice that is always in your best interests, and faithfully serve as your financial advocate to help you realize your dreams.

Our Process

1 - Discovery

Our discovery meeting will center on learning about your financial needs and goals, while giving you the opportunity to ask questions and learn more about the values, philosophy, and capabilities of Halpern Financial.

2 - Wealth Profile

After your discovery meeting, we continue the data gathering process using the Wealth Profile. This provides us with an overview of your current financial situation, helping us become more aware of your concerns, objectives and overall financial goals.

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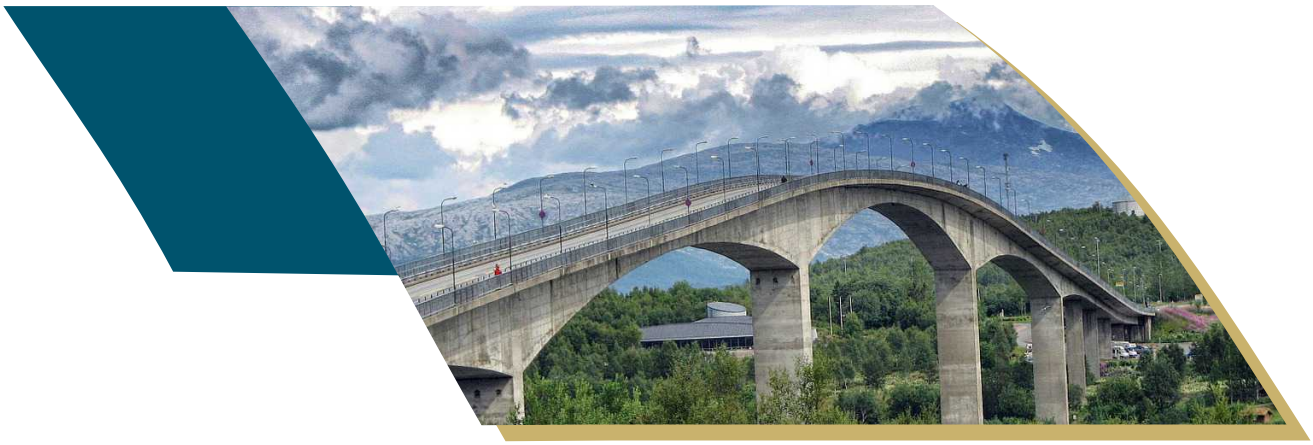

Our Process (continued)

3 - Review and Recommendation

Incorporating information from the discovery meeting and the Wealth Profile, we develop a Review and Recommendation Report. This report provides a clear picture of the strengths and weaknesses of your current financial situation and presents strategies to help reach your financial goals and objectives.

4 - Engagement and Establishment

Upon engaging Halpern Financial as your advisor we will begin establishing accounts and initiating the transfer process. We make the establishment process a seamless experience for you by proactively reporting progress through a Portfolio Transition Report.

5 - Portfolio Development

During the establishment process we prepare your Portfolio Development Report. This report details your customized target portfolio allocation based on your objectives and risk propensity and outlines the path to reach your target portfolio. We use a number of techniques to ensure your portfolio is implemented prudently, including “in-kind” transfers, value-based dollar-cost-averaging and downside protection measures. This process takes tax efficiency into consideration at every step.

6 - Plan, Monitor and Review

By its definition wealth management is an ever-changing process and the approach needs to be flexible to adapt to life events, changes in the markets and economy, as well as new regulatory legislation. In addition to quarterly Investment Reviews, regular portfolio rebalancing, and a dedicated online Client Center, we believe it is essential to assess progress towards your financial goals and objectives. We stay focused on where you want to go, advise on how to get there, and remain disciplined in our approach to helping you realize your dreams.

Our Commitment

As a fee-only investment advisor, Halpern Financial provides financial guidance consistent with our fiduciary duty.

We are committed to the highest ethical and professional standards in the industry, and pride ourselves on surpassing our clients’ expectations for personalized service.

Our unbiased, ethical approach ensures we serve your needs, not the industry's needs.

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Wealth Management

Our wealth management process integrates prudent investment management with financial consulting solutions and tax management. We deliver a coordinated approach, working together with your professional team to maximize the value of the financial decisions in your life. Our goal is to partner with you on building a disciplined, yet flexible strategy to help you navigate through life's events. Your needs change with time and we aim to be your financial advocate at every stage of your journey.

Wealth management is the coordinated, integrated, ongoing process of managing your financial concerns.

Investment Methodology

At Halpern Financial we use a disciplined, scientific investment process that focuses on each client's unique objectives and risk propensity. Founded on the principles of asset allocation and asset class diversification, portfolios are designed to mitigate controllable risks and maximize after-tax returns. We believe these are the most critical elements of the investment planning process.

Our investment methodology is based upon the following six tenets:

1) **Managing Investment Costs**
2) **Asset Allocation**
3) **Portfolio Structure**
4) **Tax Management**
5) **Institutional Investments**
6) **Continuous Portfolio Management**

These tenets work together to deliver a realistic investment plan that offers personalization, diversification, coordination and management. Our strategy is based on an approach that can weather any financial climate.

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Portfolio Development

The Portfolio Development Report lays out the plan for your portfolio and outlines the path to reach your target allocation.

Asset Allocation and Investment Selection

Your allocation will be developed using institutionally priced, no-load investments including asset class specific and index-based holdings. Our strategy is built on the premise that markets move in asset classes rather than by specific security movements.

Your portfolio is tailored to your specific needs, goals and objectives.

Portfolio Adjustments

We build your portfolio using value-based dollar cost averaging. This involves reallocating the portfolio over a determined length of time, using an approach based on the relative value of the asset.

Complete Cost Basis

Our portfolio management system tracks individual share lots of each security. Additionally, we assist with the compilation of historical basis and utilize preferred disposal methods for trading purposes and peak tax efficiency.

Tax Efficiency

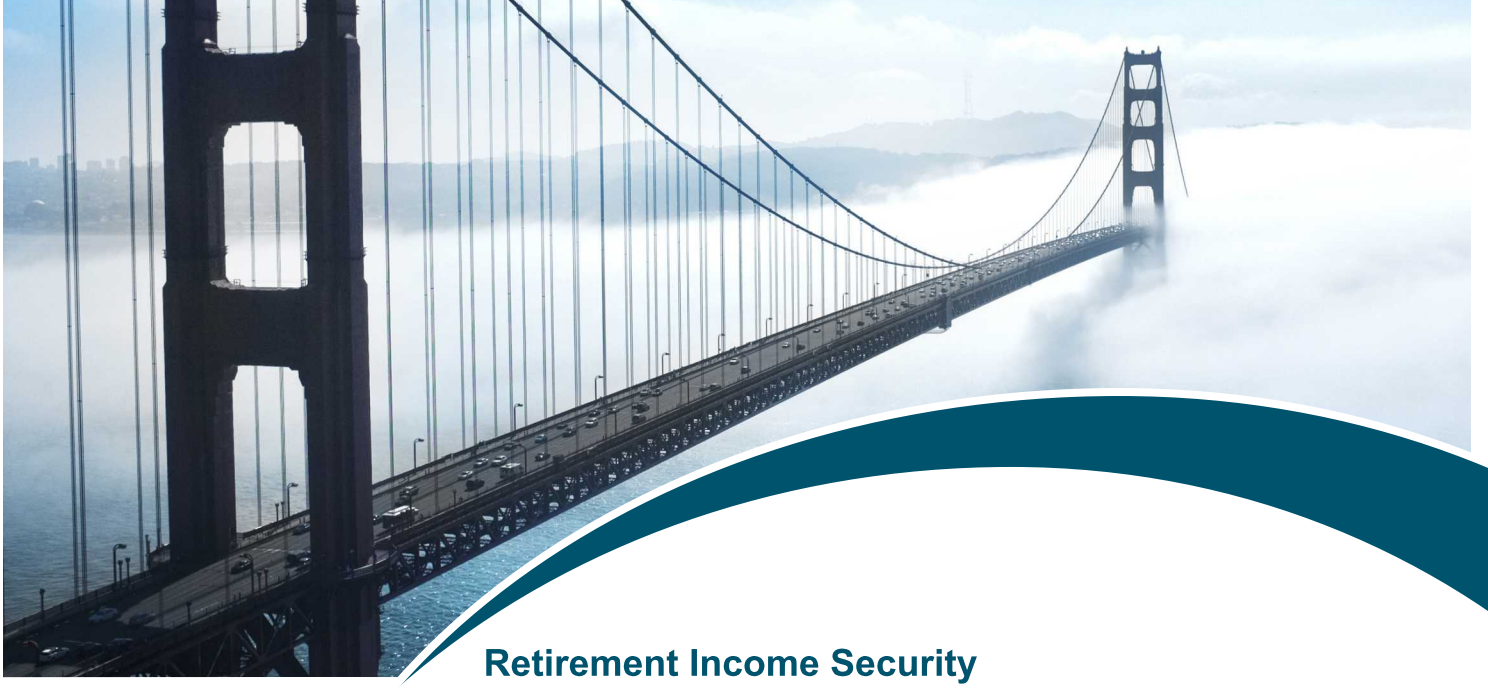
We design and implement portfolios with maximum tax efficiency in mind and the impact of taxes is evaluated prior to making investment decisions. We are also very careful to hold the most appropriate security types within the most appropriate account type.

Downside Protection Measures

Periodic rebalancing ensures that asset class allocations are held to appropriate percentages. Sophisticated protective trading measures are utilized for specific investments.

Ongoing Monitoring and Rebalancing

Your target Investment Objective will not change frequently since it is tied to your specific financial situation and needs; however, the allocation to asset classes within the Investment Objective is dynamic and will be adjusted based on economic and market conditions.



Retirement Income Security

When your portfolio needs to provide you with an income stream, it is important this is done in the most efficient manner. Your Retirement Income Security Plan (RISP) details the plan for all income sources and shows how this coordinates with the portfolio design. Preparing for your income plan in advance is important for the following reasons:

- **To secure income for future withdrawals and provide peace of mind.**
- **To avoid market timing and having to liquidate large parts of your invested portfolio at inappropriate times.**
- **To maximize tax efficiency – advance planning can help reduce taxable gains.**
- **To ensure that income is taken from the correct account registration at the most appropriate time.**
- **To work in coordination with any tax-deferred Required Minimum Distributions from your tax-deferred portfolio.**

You can view your portfolio 24/7 at *www.HalpernFinancial.com*

Financial Consulting

Halpern Financial will also provide advice on a variety of financial issues:

- **Cash Flow**
- **Cash Reserve and Emergency Funds**
- **Mortgage and Debt Analysis**
- **Qualified and Non-Qualified Retirement Plans**
- **Real Estate**
- **Retirement Projections**
- **Retirement Income Planning**
- **Employer Incentive Stock Plans**
- **Required Minimum Distributions Monitoring**
- **College Planning and 529 Plans**
- **Tax-Efficient Portfolio Design**
- **Estate Planning Review**
- **Multi-Generational Wealth Transfer**
- **Charitable Planning**
- **Risk Management/Insurance Review**

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Advisory Team Collaboration

One of the advantages of working with Halpern Financial is the integrated nature of our strategic process. In order to help you meet your financial goals we work with a wide range of professionals to cover virtually all aspects of your financial situation including your:

- Estate Attorney
- Accountant/Tax Preparer
- Insurance Agent

We will work with your existing professional team, or if you do not have an established relationship, we will be happy to refer you to trusted sources to address your needs.

Reporting

Quarterly Reviews

Each quarter you will receive an Investment Review. This review includes a detailed report on portfolio performance and asset allocation for your accounts held with Halpern Financial, as well as our most recent investment commentary. It is also meant to help you further understand how your portfolio is invested and follow the progress of your investments.

Portfolio & Financial Consulting Meetings

We remain available to meet on a regular basis to discuss your investment portfolio and also address a variety of items including savings, cash flow and income security, employer retirement plans and financial consulting topics based on your situation.

Client Center

Your secure, 24-hour source for online account access and service information is the Client Center at www.HalpernFinancial.com. The Client Center puts you in control of your investment performance reporting and useful forms. The site is designed to complement the personalized advice of Halpern Financial and help to organize your finances.

Fidelity Institutional, your independent third party custodian, will provide the following materials:

- Monthly consolidated statements
- Activity confirmations
- Investment tax forms
- Year-end statements
- Prospectus and proxy voting materials

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Wealth Management

Your Halpern Financial Team

Halpern Financial is founded on the values of integrity, objectivity, transparency and fiduciary responsibility. We believe these values are the cornerstone for a successful advisory relationship. We are dedicated to providing our clients objective advice with the highest level of service.

Our team's array of talents come together to coordinate your financial life holistically.

Our firm consists of independently certified and experienced professionals with a “hands on” approach to financial guidance. Not only do clients find our team members knowledgeable, but they also discover that we genuinely care aboutmaking their dreams a reality.

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HalpernFinancial
Wealth Management

Guarding Your Wealth

It's Your Money

Following our fiduciary oath, we always act in our clients' best interests with good faith and candor. As an SEC Registered Investment Advisor, we adhere to the highest standards in the industry. We have a dedicated and experienced Chief Compliance Officer who works diligently with industry-leading attorneys to ensure we maintain the highest standards of compliance.

At Halpern Financial, we take proactive steps to protect your wealth at all levels.

Our fee-only compensation structure is completely transparent. This ensures that we will never receive any commission or compensation that is contingent on the purchase or sale of a financial product. This also means that any portfolio adjustments or recommendations we make are done with only our clients' best interests in mind.

Account Security

For your protection, accounts are held through an independent third party custodian—Fidelity Investments Institutional Brokerage Group, one of the world's largest providers of financial services. The financial strength and stability of Fidelity was our primary consideration when choosing a custodian for our clients. As custodian, Fidelity maintains the assets and provides you consolidated monthly statements, end-of-the-year tax documents, and other account related materials directly, all of which are available in electronic format. This provides a system of checks and balances and offers a simplified approach to managing your investments.

Cybersecurity

Halpern Financial recognizes the importance of protecting all account information as the convenience of online transactions has become commonplace. As part of our Identity Theft Prevention Program, our staff follow procedures to protect client information, and all staff are trained in best practices to identify and respond to security red flags.

Management Fees

We are firm believers in the importance of transparency. Our management fees are clearly defined below. Additionally, we do not assess separate fees for our financial consulting services that may be provided.

Client Establishment Fee

A one-time fee payable within 30 days of signing the Investment Advisory Agreement. Fee range is shown below.

Our commitment to transparency means no hidden fees.

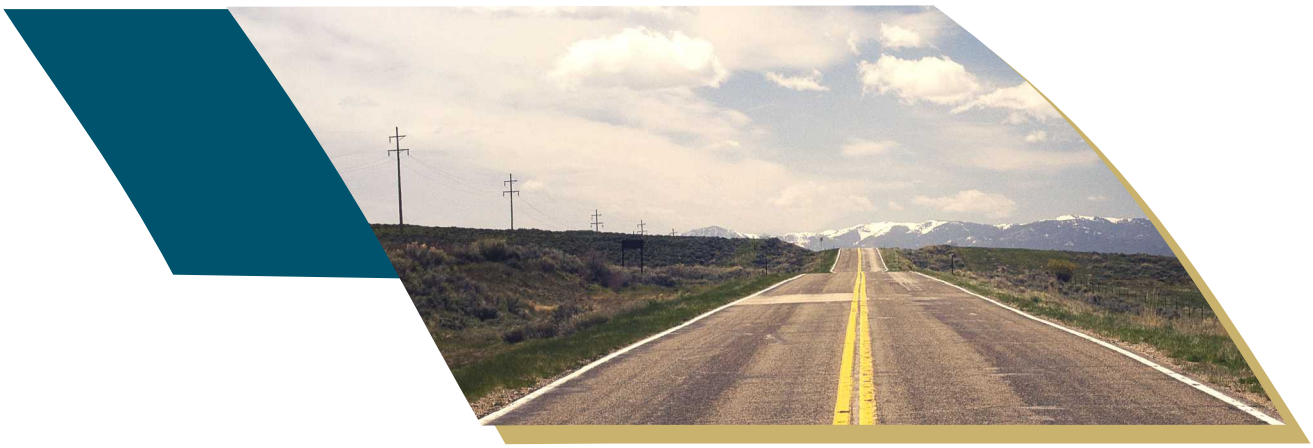
Advisory Fees

Advisory Fees are automatically deducted on a quarterly basis from your accounts. The fee is assessed in arrears on the first day of each calendar quarter – January, April, July and October. (Example: 1% annual fee/0.25% per quarter) If preferred, you can request to pay the fees manually and will receive an invoice each quarter. The non-progressive fee schedule results in a lower overall cost for your total portfolio.

Assets Managed	Annual Fee	Client Establishment Fee
$1,000,000 - $2,500,000	1.00%	$2,500
$2,500,001 - $5,000,000	0.80%	$5,000
$5,000,001 - $10,000,000	0.60%	$7,500
$10,000,001 - and greater	0.40%	$10,000

The minimum size for beginning an investment advisory relationship is $1 million, except for existing clients, their families and referrals. Accounts may be aggregated to meet the $1 million minimum relationship size.

For clients who do not meet our $1 million minimum, we will assess a 1.2% per annum fee until the standard fee schedule applies. Clients with less than $1 million will be assessed a client establishment fee of $2,000.



Management Fees, continued

Fidelity Transaction Fees

The majority of mutual funds and specific ETFs we use are traded free of charge.

Fidelity assesses a transaction fee for the purchase and sale of stocks and certain Exchange Traded Funds (ETF). Halpern Financial, Inc. does not participate in this fee in any way.

- **$4.95 per stock/ETF trade for consolidated accounts over $1 million**
- **$17.95 per stock/ETF trade for consolidated accounts under $1 million (Fidelity reduces this fee to $4.95 per trade when Electronic Delivery of statements and confirmations is elected)**

IMPORTANT DISCLOSURE INFORMATION

Past performance may not be indicative of future results. Different types of investments involve varying degrees of risk. Therefore, it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended and/or undertaken by Halpern Financial, Inc.), or any noninvestment related content, will be profitable, equal any corresponding indicated historical performance level(s), be suitable for your portfolio or individual situation, or prove successful. Please remember that it remains your responsibility to advise Halpern Financial, Inc., in writing, if there are any changes in your personal/financial situation or investment objectives for the purpose of reviewing/evaluating/revising our previous recommendations and/or services, if you would like to impose, add, or to modify any reasonable restrictions to our investment advisory services. A copy of our current written disclosure statement discussing our advisory services and fees is available upon request.

Please Note:

Rankings and/or recognition by unaffiliated rating services and/or publications should not be construed by a client or prospective client as a guarantee that he/she will experience a certain level of results if Halpern Financial, Inc. is engaged, or continues to be engaged, to provide investment advisory services, nor should it be construed as a current or past endorsement of Halpern Financial, Inc. by any of its clients. Rankings published by magazines, and others, generally base their selections exclusively on information prepared and/or submitted by the recognized adviser.

We hope you have a full understanding of the Halpern Financial client experience. Please feel free to contact us if you have any questions.

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