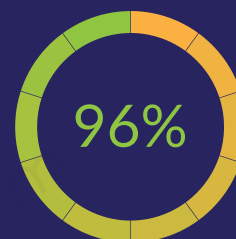


# Hartland & Co

## TRUST SCORE



Hartland & Co, federally registered in 1988, is a Registered Investment Advisor (RIA) in 21 state(s) with a licensed staff of 8 advisors. Hartland & Co manages \$4.1 billion and provides investment advisory services for 544 clients (1:68 advisor/client ratio).

Some fees are based upon a percentage of assets under management at a fixed rate or tiered basis, generally ranging from 0.40% to 1.00%, while some clients negotiate a fixed retainer.

## BENEFITS

- Firm does not have any felony convictions
- Firm does not have a disciplinary history
- Firm uses a transparent fee-only model
- Firm has been federally registered for 30 years
- Firm has \$1B or more in assets under management
- Firm does not have any misdemeanor convictions
- Firm does not have an insurance agent conflict
- Firm does not privately manage or own the products they recommend
- Firm does not offer proprietary products
- Firm does not have an attorney conflict
- Firm does not accept performance-based fees

## CONSIDERATIONS

- Communications sent to the firm's website are not secure and encrypted

## BENEFITS (cont.)

Firm does not perform side-by-side management

Firm does not receive soft dollar benefits

Firm provides mobile-friendly experience for their clients

## CONSIDERATIONS (cont.)