

Item 1 -Cover Page

Firm Brochure

(Part 2A of Form ADV)

HIXON ZUERCHER, LLC
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This brochure provides information about the qualifications and business practices of Hixon Zuercher, LLC dba Hixon Zuercher Capital Management (hereafter "HZCM"). If you have any questions about the contents of this brochure, please contact us at: 419-425-2400, or by email at: ahixon@hzcapital.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

Additional information about HZCM is available on the SEC's website at www.adviserinfo.sec.gov

February 13, 2023

Item 2 -Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

Since the last annual filing, dated March 13, 2022, the following material change(s) has occurred:

- Hixon Zuercher, LLC has engaged a Life Coach to offer non-financial workshops and private sessions. (Item 4)
-

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 419-425-2400 or by email at: ahixon@hzcapital.com.

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Item 4 - Advisory Business

Firm Description

Hixon Zuercher, LLC dba Hixon Zuercher Capital Management was founded in 2002. HZCM offers Investment Supervisory Services to clients which are tailored to their individual circumstances. The firm reviews client's assets (sometimes in conjunction with other services offered by the firm) and makes recommendations based upon client's individual needs and objectives. Clients are not required to utilize other services of the firm.

HZCM is strictly a fee-only investment management firm. The firm does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. The firm is not affiliated with entities that sell financial products or securities. No commissions in any form are accepted. No finder's fees are accepted.

HZCM may directly or indirectly compensate for client referrals. From time to time, HZCM enters into written agreements with unrelated third parties ("promoters") to use its best efforts on behalf of HZCM to solicit and refer as clients those individuals or entities which it believes are suitable and appropriate for the advisory services provided by HZCM. These agreements typically provide for a percentage of the fees collected by HZCM to be paid to the promoters from those advisory clients who became clients as a result of the promoter's efforts. Subject to existing federal and state securities laws and regulations, promoters receive such fees on a fully vested basis, so long as the client's advisory agreement remains in effect. Generally, HZCM does not charge clients introduced by such promoters any higher fee or additional amounts than what it would charge a new client that comes directly to HZCM without the benefit of a promoter. Such agreements are usually for an unspecified duration and are terminable upon notice.

Investment advice is an integral part of financial planning. Therefore, HZCM may advise clients regarding cash flow, college planning, retirement planning, and estate planning. Clients, in consultation with HZCM, choose the investment strategy(ies) the firm is to employ. Most strategies primarily invest in mutual funds. However, in some circumstances, HZCM employs strategies that invest primarily in individual stocks, bonds, or Exchange Traded Fund (ETF) securities.

HZCM does not act as a qualified custodian of client assets. The client always maintains asset control. HZCM places trades for clients under a limited power of attorney.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which our services may be beneficial to the client.

Principal Owners

Adam C. Zuercher and Anthony J. Hixon are members of Hixon Zuercher, LLC dba Hixon Zuercher Capital Management.

Types of Advisory Services

Hixon Zuercher, LLC dba Hixon Zuercher Capital Management provides investment supervisory services, also known as asset management services; furnishes investment advice through consultations; issues special reports about securities; and issues, charts, graphs, formulas, or other devices which clients may use to evaluate securities.

On an occasional basis, HZCM furnishes advice to clients on matters not involving securities, such as financial planning matters.

As of 12/31/2022, HZCM manages approximately \$281.87 Million in assets on a discretionary basis and \$13.83 Million on a non-discretionary basis.

Tailored Relationships

The goals and objectives for each client are documented in our client relationship management system. In addition to an exploratory discussion of a client's investment goals and objectives a risk tolerance questionnaire is completed by the client that helps us choose the investment strategy that best reflects the stated goals and objectives. Clients may impose restrictions on investing in certain securities or types of securities.

Types of Agreements

The following agreements define the typical client relationships.

Financial Planning Agreement

A financial plan is designed to help the client with all aspects of financial planning without ongoing investment management after the financial plan is completed.

The financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios;

estate planning review and recommendations; and education planning with funding recommendations.

Detailed investment advice and specific recommendations are provided as part of a financial plan. Implementation of the recommendations is at the discretion of the client.

The fee for a financial plan is hourly, and may be in addition to the Investment Management Fee, unless otherwise agreed upon.

Investment Advisory Agreement

Most clients choose to have HZCM manage their assets in order to obtain ongoing in-depth advice and life planning. Client's financial affairs are reviewed, often including those of their children. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

The scope of work and fee for an Investment Advisory Agreement is provided to the client in writing prior to the start of the relationship.

Although the Investment Advisory Agreement is an ongoing agreement, the length of service to the client is at the client's discretion. The client or the investment manager may terminate an Agreement by written notice to the other party. At termination, fees will be billed on a pro rata basis for the portion of the quarter completed. The portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination.

Retainer Agreement

In some circumstances, a *Retainer Agreement* is executed in lieu of an *Investment Advisory Agreement* when it is more appropriate to work on a fixed-fee basis. The annual fee for a *Retainer Agreement* is determined by the amount of work involved in the project.

Hourly Planning Engagements

HZCM provides hourly planning services for clients who need advice on a limited scope of work. The hourly rate for limited scope engagements is \$150.

Life Coaching Engagements

HZCM has engaged a Life Coach to host workshops and/or private coaching for non-financial life decisions. Workshops are offered to individuals for \$149 or \$249 for couples. Private coaching sessions are offered for \$150 per hour. Life Coaching services are offered to the general public.

Asset Management

Assets are invested primarily in no-load mutual funds, stocks and exchange-traded funds, usually through discount brokers or fund companies. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Discount brokerages may charge a transaction fee for the purchase of some funds.

Stocks and bonds may be purchased or sold through a brokerage account when appropriate. The brokerage firm charges a fee for stock and bond trades. HZCM does not receive any compensation, in any form, from fund companies.

Investments may also include: equities (stocks), warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (mutual funds shares), U. S. government securities, options contracts, futures contracts, and interests in partnerships.

Initial public offerings (IPOs) are not available through HZCM.

Termination of Agreement

A Client may terminate any of the aforementioned agreements at any time by notifying HZCM in writing and paying the rate for the time spent on the investment advisory engagement prior to notification of termination. If the client made an advance payment, HZCM will refund any unearned portion of the advance payment.

HZCM may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, HZCM will refund any unearned portion of the advance payment.

Item 5 - Fees and Compensation

Description

HZCM bases its fees on a percentage of assets under management and hourly charges.

Some *Retainer Agreements* may be priced based on the complexity of work, especially when asset management is not the most significant part of the relationship.

While fees are negotiable, HZCM has adopted the following fee schedules for new clients.

Standard Fee Schedule

This fee schedule applies to those client accounts where HZCM has investment authority over the assets, including, but not limited to, Brokerage accounts, Trust

accounts, Individual Retirement Accounts or any accounts where HZCM has delegated investment responsibility, but still has the responsibility for oversight.

- 1.50% of the first \$500,000
- 1.25% of the next \$500,000
- 1.00% of the next \$500,000
- 0.75% of the next \$500,000
- 0.50% on all amounts thereafter

529 Plan Fee Schedule

This fee schedule applies to those client accounts where HZCM has investment authority over the assets of 529 Plans held with American Funds.

- 0.50% flat fee on all assets

Institutional Fee Schedule

This fee schedule applies to those client accounts where HZCM has investment authority over the assets, either whole or part, of an Institutional investor. Institutional investors include, but are not limited to, banks, insurance companies, pensions, hedge funds, REITs, investment advisors, endowments and mutual funds.

- 0.50% of the first \$10 million
- 0.30% on all amounts thereafter

Unless waived, clients utilizing the Institutional Fee Schedule pay a minimum fee of \$5,000.

Trust Service Fee Schedule

This fee schedule applies to those clients where associated persons of HZCM act as Trustee.

- 1.45% of the first \$1 million
- 1.15% of the next \$2 million
- 0.90% of the next \$2 million
- 0.70% on all amounts thereafter

Unless waived, clients utilizing the Trust Service Fee Schedule pay a minimum fee of \$5,000.

Fee Billing

Investment management fees are billed quarterly, in advance, meaning that we invoice you before the three-month billing period has begun. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Investment management fees for 529 accounts are withdrawn directly by the custodian from the client's account with the client's written authorization. Fees are billed quarterly, in arrears.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

HZCM, in its sole discretion, may charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

Expense Ratios

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to HZCM.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Past Due Accounts and Termination of Agreement

HZCM reserves the right to stop work on any account that is more than 60 days overdue. In addition, HZCM reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in HZCM's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within 30 days.

Item 6 - Performance-Based Fees

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

HZCM does not use a performance-based fee structure.

Item 7 - Types of Clients

Description

HZCM generally provides investment advice to individuals, investment companies, pension and profit sharing plans, trusts, estates, charitable organizations, corporations or business entities.

Client relationships vary in scope and length of service.

Account Minimums

Beginning in May of 2007, HZCM implemented a minimum investable asset level of \$100,000 before being considered as a new client. On March 1, 2013, the minimum increased to \$250,000 for our Global Allocation Strategies and remained \$250,000 for inclusion to our Stock and ETF Portfolios. On August 1, 2014, HZCM implemented a minimum investable asset level of \$500,000 before being considered as a new client. HZCM reserves the right to waive that minimum on a case by case basis.

The minimum account size of \$250,000 of assets under management equates to an annual fee of \$3,750. When an account falls below \$250,000 in value, no minimum annual fee is charged.

HZCM has the discretion to waive the account minimum. Accounts of less than \$250,000 may be set up when the client and the advisor anticipate the client will add additional funds to the accounts bringing the total to \$250,000 within a reasonable time. Other exceptions will apply to employees of HZCM and their relatives, or relatives of existing clients, or at the firm's discretion.

Clients with assets below the minimum account size may pay a higher percentage rate on their annual fees than the fees paid by clients with greater assets under management.

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

Methods of Analysis

Security analysis methods may include charting, fundamental analysis, technical analysis, and cyclical analysis.

The main sources of information include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that HZCM may use include Morningstar, Fidelity, Advisor Intelligence, and the World Wide Web.

Investment Strategies

Strategies that primarily invest in mutual funds seek either portfolio growth, portfolio income or a combination of portfolio growth and income. Within the context of these objectives (growth, income or a combination thereof), client may select an asset allocation strategy that focuses on the issue of market risk. It is expected that the great majority of the firm's clients will employ this strategy which will from time to time seek to reduce the market risk associated with equity and fixed income investments by reducing or eliminating certain investment positions in mutual funds or separate accounts that primarily invest in equity, debt, or ETF securities. This strategy may be considered by some to be a market timing strategy.

Other strategies may include long-term purchases, short-term purchases, trading, short sales, margin transactions, and option writing (including covered options, uncovered options or spreading strategies).

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- Interest-rate Risk: Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- Market Risk: The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- Inflation Risk: When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- Currency Risk: Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- Reinvestment Risk: This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.

- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Item 9 - Disciplinary Information

Legal and Disciplinary

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

Item 10 - Other Financial Industry Activities and Affiliations

Financial Industry Activities

HZCM is not registered as a securities broker-dealer, or a futures commission merchant, commodity pool operator or commodity trading advisor.

Affiliations

HZCM has no arrangements that are material to its advisory or its clients with a related person who is a broker-dealer, investment company, other investment advisor, financial planning firm, commodity pool operator, commodity trading adviser or futures commission merchant, banking or thrift institution, accounting firm, law firm, insurance company or agency, pension consultant, real estate broker or dealer, or an entity that creates or packages limited partnerships.

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

Code of Ethics

The employees of HZCM have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Participation or Interest in Client Transactions

HZCM and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with the provisions of the HZCM *Compliance Manual*.

Personal Trading

The Chief Compliance Officer of HZCM is Joshua W. Robb. For accounts under management at HZCM, he reviews all employee trades each day. For accounts held outside our management, employees are required to submit a monthly statement which is reviewed by Joshua W. Robb. His trades are reviewed by Anthony J. Hixon. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the firm receive preferential treatment. Since most employee trades are small mutual fund trades, stock or exchange-traded fund trades, the trades do not affect the securities markets.

Item 12 - Brokerage Practices

Selecting Brokerage Firms

HZCM has an arrangement with National Financial Services LLC and Fidelity Brokerage Services LLC (collectively, and together with all affiliates, "Fidelity") through which Fidelity provides HZCM with "institutional platform services." The institutional platform services include, among others, brokerage, custody, and other related services. Fidelity's institutional platform services that assist HZCM in managing and administering clients' accounts include software and other technology that (i) provide access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (iii) provide research, pricing and other market data; (iv) facilitate payment of fees from its clients' accounts; and (v) assist with back-office functions, recordkeeping and client reporting.

Fidelity also offers other services intended to help HZCM manage and further develop its advisory practice. Such services include, but are not limited to, performance reporting, financial planning, contact management systems, third

party research, publications, access to educational conferences, roundtables and webinars, practice management resources, access to consultants and other third party service providers who provide a wide array of business related services and technology with whom HZCM may contract directly.

HZCM is independently operated and owned and is not affiliated with Fidelity.

Fidelity generally does not charge its advisor clients separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Fidelity or that settle into Fidelity accounts (i.e., transactions fees are charged for certain no-load mutual funds, commissions are charged for individual equity and debt securities transactions). Fidelity provides access to many no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges.

Similar arrangements are held with American Funds.

Best Execution

HZCM reviews the execution of trades at each custodian each year. The review is documented in the HZCM *Compliance Manual*. Trading fees charged by the custodians is also reviewed on a quarterly basis. HZCM does not receive any portion of the trading fees.

Soft Dollars

Fidelity is providing HZCM with certain brokerage and research products and services that qualify as "brokerage or research services" under Section 28(e) of the Securities Exchange Act of 1934 ("Exchange Act").

Order Aggregation

Most trades are mutual funds where trade aggregation does not garner any client benefit. In most cases, individual equities and ETFs are aggregated (known as a "Block Trade") to receive one price for all clients that are buying or selling the security.

Item 13 - Review of Accounts

Periodic Reviews

Account reviews are performed quarterly by advisors Jessica A. Hinks, Anthony J. Hixon, Joshua W. Robb and Adam C. Zuercher. Account reviews are performed more frequently when market conditions dictate.

Review Triggers

Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's own situation.

Regular Reports

Account reviewers are members of the firm's Investment Committee. They are instructed to consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

Clients receive periodic communications on at least a quarterly basis. *Investment Advisory Agreement* clients, receive written quarterly updates. The written updates may include a portfolio appraisal, performance report, *Insights* newsletter, and a Portfolio Update.

Item 14 - Client Referrals and Other Compensation

Incoming Referrals

HZCM has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. Unless there is a signed Promoter's Agreement, the firm does not compensate referring parties for these referrals.

Referrals Out

HZCM does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Other Compensation

HZCM does not accept any other form of compensation.

Item 15 - Custody

Account Statements

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly.

Performance Reports

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by HZCM.

Standing Letters of Authorization

HZCM does maintain a standing letter of authorization (SLOA) where the funds or securities are being sent to a third party, and the following conditions are met:

- a) The client provides an instruction to the qualified custodian, in writing, that includes the client's signature, the third party's name, and either the third party's address or the third party's account number at a custodian to which the transfer should be directed.
- b) The client authorizes HZCM, in writing, either on the qualified custodian's form or separately, to direct transfers to the third party either on a specified schedule or from time to time.
- c) The client's qualified custodian performs appropriate verification of the instruction, such as a signature review or other method to verify the client's authorization and provides a transfer of funds notice to the client promptly after each transfer.
- d) The client has the ability to terminate or change the instruction to the client's qualified custodian.
- e) HZCM has no authority or ability to designate or change the identity of the third party, the address, or any other information about the third party contained in the client's instruction.
- f) The client's qualified custodian sends the client, in writing, an initial notice confirming the instruction and an annual notice reconfirming the instruction.
- g) HZCM maintains records showing that the third party is not a related party of HZCM or located at the same address as HZCM.

Custody Due to Trustee Services

HZCM undergoes an annual surprise examination by an independent public accountant to verify client funds and securities for account(s) over which Mr. Adam C. Zuercher and Mr. Richard P. Zunkiewicz, acts as trustee and has custody.

Item 16 - Investment Discretion

Discretionary Authority for Trading

HZCM accepts discretionary authority to manage securities accounts on behalf of clients. HZCM has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold.

The client approves the custodian to be used and the commission rates paid to the custodian. HZCM does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment strategy that you have approved.

Limited Power of Attorney

A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that we may execute the trades that you have approved.

Item 17 - Voting Client Securities

Proxy Votes

HZCM does not vote proxies on securities. Clients are expected to vote their own proxies.

When assistance on voting proxies is requested, HZCM will provide recommendations to the Client. If a conflict of interest exists, it will be disclosed to the Client.

Item 18 - Financial Information

Financial Condition

HZCM does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided because HZCM does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$1,200 per client, and six months or more in advance.

This brochure supplement provides information about William Amos Hinks that supplements the Hixon Zuercher, LLC brochure. You should have received a copy of that brochure. Please contact William Amos Hinks if you did not receive Hixon Zuercher, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about William Amos Hinks is also available on the SEC's website at www.adviserinfo.sec.gov.

Hixon Zuercher, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

William Amos Hinks

Personal CRD Number: 7502751

Investment Adviser Representative

Hixon Zuercher, LLC
101 West Sandusky Street Suite 301
Findlay, OH 45840
(419) 425-2400
whinks@hzcapi.com

UPDATED: 02/17/2022

Item 2: Educational Background and Business Experience

Name: William Amos Hinks **Born:** 1992

Educational Background and Professional Designations:

Education:

Bachelor of Arts Finance/Management, Cedarville University - 2015

Designations:

CFA - Chartered Financial Analyst

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals.

There are currently more than 90,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders-often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

To learn more about the CFA charter, visit www.cfainstitute.org.

Business Background:

11/2021 - Present	Investment Adviser Representative Hixon Zuercher, LLC
11/2021 - Present	Operations Specialist Hixon Zuercher Capital Management
04/2019 - 11/2021	Advanced Financial Analyst Marathon Petroleum Corporation
06/2015 - 04/2019	Financial Analyst Speedway LLC
08/2011 - 05/2015	NA Student

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

William Amos Hinks is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

William Amos Hinks does not receive any economic benefit from any person, company, or organization, other than Hixon Zuercher, LLC in exchange for providing clients advisory services through Hixon Zuercher, LLC.

Item 6: Supervision

As a representative of Hixon Zuercher, LLC, William Amos Hinks is supervised by Josh Robb, the firm's Chief Compliance Officer. Josh Robb is responsible for ensuring that William Amos Hinks adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Josh Robb is (419) 425-2400.

This brochure supplement provides information about Jessica A. Hinks that supplements the Hixon Zuercher, LLC brochure. You should have received a copy of that brochure. Please contact Jessica A. Hinks if you did not receive Hixon Zuercher, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Jessica A. Hinks is also available on the SEC's website at www.adviserinfo.sec.gov.

Hixon Zuercher, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Jessica A. Hinks

Personal CRD Number: 6732640

Investment Adviser Representative

Hixon Zuercher, LLC
101 West Sandusky Street Suite 301
Findlay, OH 45840
(419) 425-2400
jhinks@hzcapi.com

UPDATED: 03/21/2022

Item 2: Educational Background and Business Experience

Name: Jessica A. Hinks **Born:** 1993

Educational Background and Professional Designations:

Education:

Bryant University - Boston Institute of Finance, Waltham, MA (Certificate in Financial Planning) 2018

Cedarville University, Cedarville, Ohio (B.A., Finance and Business Management, Minor Bible) 2011-2015

Columbia City High School, Columbia City, Indiana (Academic Honors Diploma) 2008-2011

Designations:

CFP® - Certified Financial Planner

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- i. Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- ii. Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Business Background:

2019-Present	Associate Wealth Advisor Hixon Zuercher Capital Management
2015-2019	Client Service Associate LifePlan Financial Group

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client’s or prospective client’s evaluation of this advisory business.

Item 4: Other Business Activities

Jessica A. Hinks is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Jessica A. Hinks does not receive any economic benefit from any person, company, or organization, other than Hixon Zuercher, LLC in exchange for providing clients advisory services through Hixon Zuercher, LLC.

Item 6: Supervision

As a representative of Hixon Zuercher, LLC, Jessica A. Hinks is supervised by Josh Robb, the firm's Chief Compliance Officer. Josh Robb is responsible for ensuring that Jessica A. Hinks adheres to all required regulations regarding the activities of an Investment Adviser

Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Josh Robb is (419) 425-2400.

This brochure supplement provides information about Anthony J. Hixon that supplements the Hixon Zuercher, LLC brochure. You should have received a copy of that brochure. Please contact Anthony J. Hixon if you did not receive Hixon Zuercher, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Anthony J. Hixon is also available on the SEC's website at www.adviserinfo.sec.gov.

Hixon Zuercher, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Anthony J. Hixon

Personal CRD Number: 4682979

Investment Adviser Representative

Hixon Zuercher, LLC
101 West Sandusky Street Suite 301
Findlay, OH 45840
(419) 425-2400
ahixon@hzcapiatal.com

UPDATED: 03/29/2022

Item 2: Educational Background and Business Experience

Name: Anthony J. Hixon **Born:** 1977

Educational Background and Professional Designations:

Education:

Kaplan College, Davenport, Iowa (Certificate in Financial Planning) 2002-2004

Ohio Northern University, Ada, Ohio (B.S.B.A., Accounting) 1995-1999

Pandora-Gilboa High School, Pandora, Ohio (General High School Diploma)
1991-1995

Designations:

CIMA - Certified Investment Management Analyst

- The CIMA certification program requires that candidates meet all eligibility requirements, including experience, education, examination, and ethics.
- Candidates must demonstrate a minimum of three years of client-centered financial services experience and complete five steps to earn the certification: 1. submit application, fee, and pass background check; 2. pass online Qualification Examination; 3. complete education program with Registered Education Provider; 4. pass online Certification Examination; 5. and sign licensing agreement.

Business Background:

2003-Present Partner/Chief Operating Officer
Hixon Zuercher Capital Management

1999-2003 Staff Accountant
Thomas and Ridge CPAs

1997-1999 Personal Banker
The First National Bank of Pandora

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Anthony J. Hixon is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Anthony J. Hixon does not receive any economic benefit from any person, company, or organization, other than Hixon Zuercher, LLC in exchange for providing clients advisory services through Hixon Zuercher, LLC.

Item 6: Supervision

As a representative of Hixon Zuercher, LLC, Anthony J. Hixon is supervised by Josh Robb, the firm's Chief Compliance Officer. Josh Robb is responsible for ensuring that Anthony J. Hixon adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Josh Robb is (419) 425-2400.

This brochure supplement provides information about Joshua W. Robb that supplements the Hixon Zuercher, LLC brochure. You should have received a copy of that brochure. Please contact Joshua W. Robb if you did not receive Hixon Zuercher, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Joshua W. Robb is also available on the SEC's website at www.adviserinfo.sec.gov.

Hixon Zuercher, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Joshua W. Robb

Personal CRD Number: 6267004

Investment Adviser Representative

Hixon Zuercher, LLC
101 West Sandusky Street Suite 301
Findlay, OH 45840
(419) 425-2400
jrobb@hzcapital.com

UPDATED: 03/21/2022

Item 2: Educational Background and Business Experience

Name: Joshua W. Robb **Born:** 1983

Educational Background and Professional Designations:

Education:

Huntington University, Huntington, Indiana (B.S., Business Management, Minor Accounting and Entrepreneurship / Small Business) 2001-2005

Liberty Benton High School, Findlay, Ohio (General High School Diploma) 1997-2001

Designations:

CFP® - Certified Financial Planner

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To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- i. Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

- ii. Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Business Background:

2013-Present	Chief Compliance Officer/Wealth Advisor Hixon Zuercher Capital Management
2011-2013	Operations Manager Findlay Area Youth for Christ
2009-2011	Campus Life Middle School Director Youth for Christ
2005-2009	Campus Life Middle School Coordinator Youth for Christ

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client’s or prospective client’s evaluation of this advisory business.

Item 4: Other Business Activities

Joshua W. Robb is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Joshua W. Robb does not receive any economic benefit from any person, company, or organization, other than Hixon Zuercher, LLC in exchange for providing clients advisory services through Hixon Zuercher, LLC.

Item 6: Supervision

As the Chief Compliance Officer of Hixon Zuercher, LLC, Joshua W. Robb supervises all duties and activities of the firm. Joshua W. Robb's contact information is on the cover page of this disclosure document. Joshua W. Robb adheres to applicable regulatory requirements, together with all policies and procedures outlined in the firm's code of ethics and compliance manual.

This brochure supplement provides information about Chase James Rose that supplements the Hixon Zuercher, LLC brochure. You should have received a copy of that brochure. Please contact Chase James Rose if you did not receive Hixon Zuercher, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Chase James Rose is also available on the SEC's website at www.adviserinfo.sec.gov.

Hixon Zuercher, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Chase James Rose

Personal CRD Number: 7496436

Investment Adviser Representative

Hixon Zuercher, LLC
101 West Sandusky Street Suite 301
Findlay, OH 45840
(419) 425-2400
crose@hzcapiatal.com

UPDATED: 01/25/2022

Item 2: Educational Background and Business Experience

Name: Chase James Rose **Born:** 1999

Educational Background and Professional Designations:

Education:

Bachelor of Science in Business Administration Accounting, Ohio Northern University - 2022

Business Background:

01/2022 - Present	Investment Adviser Representative Hixon Zuercher, LLC
03/2020 - 01/2022	Operations Associate Freedom Enterprises
05/2019 - 08/2019	Labor Associate Plastipak Packaging
05/2017 - 03/2019	Labor Employee Ohio Northern University Mailroom
12/2018 - 01/2019	Seasonal Employee Mad River Mountain
05/2018 - 08/2018	Labor Associate Airstream
01/2012 - 05/2017	Unemployed Unemployed

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Chase James Rose is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Chase James Rose does not receive any economic benefit from any person, company, or organization, other than Hixon Zuercher, LLC in exchange for providing clients advisory services through Hixon Zuercher, LLC.

Item 6: Supervision

As a representative of Hixon Zuercher, LLC, Chase James Rose is supervised by Josh Robb, the firm's Chief Compliance Officer. Josh Robb is responsible for ensuring that Chase James Rose adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Josh Robb is (419) 425-2400.

This brochure supplement provides information about Austin A. Wilson that supplements the Hixon Zuercher, LLC brochure. You should have received a copy of that brochure. Please contact Austin A. Wilson if you did not receive Hixon Zuercher, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Austin A. Wilson is also available on the SEC's website at www.adviserinfo.sec.gov.

Hixon Zuercher, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Austin A. Wilson

Personal CRD Number: 6905836

Investment Adviser Representative

Hixon Zuercher, LLC
101 West Sandusky Street Suite 301
Findlay, OH 45840
(419) 425-2400
awilson@hzcapi.com

UPDATED: 03/21/2022

Item 2: Educational Background and Business Experience

Name: Austin A. Wilson

Born: 1991

Educational Background and Professional Designations:

Education:

University of Findlay, Findlay, Ohio (B.S., Finance and International Business, Minor Business Economics and Operations and Logistics) 2010-2014

West Liberty-Salem High School, West Liberty, Ohio (General High School Diploma) 2006-2010

Business Background:

2018-Present Research Analyst
Hixon Zuercher Capital Management

2016-2018 Plant Accountant
Cooper Tire & Rubber Company

2014-2016 Financial Analyst
Cooper Tire & Rubber Company

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Austin A. Wilson is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Austin A. Wilson does not receive any economic benefit from any person, company, or organization, other than Hixon Zuercher, LLC in exchange for providing clients advisory services through Hixon Zuercher, LLC.

Item 6: Supervision

As a representative of Hixon Zuercher, LLC, Austin A. Wilson is supervised by Josh Robb, the firm's Chief Compliance Officer. Josh Robb is responsible for ensuring that Austin A. Wilson adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Josh Robb is (419) 425-2400.

This brochure supplement provides information about Adam C. Zuercher that supplements the Hixon Zuercher, LLC brochure. You should have received a copy of that brochure. Please contact Adam C. Zuercher if you did not receive Hixon Zuercher, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Adam C. Zuercher is also available on the SEC's website at www.adviserinfo.sec.gov.

Hixon Zuercher, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Adam C. Zuercher

Personal CRD Number: 4554844

Investment Adviser Representative

Hixon Zuercher, LLC
101 West Sandusky Street Suite 301
Findlay, OH 45840
(419) 425-2400
azuercher@hzcapi.com

UPDATED: 03/29/2022

Item 2: Educational Background and Business Experience

Name: Adam C. Zuercher **Born:** 1977

Educational Background and Professional Designations:

Education:

The University of Toledo, Toledo, Ohio (B.B.A., Accounting, Minor Information Systems) 1995-1999

Pandora-Gilboa High School, Pandora, Ohio (General High School Diploma) 1991-1995

Designations:

CFP® - Certified Financial Planner

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- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- i. Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

- ii. Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

CPA - Certified Public Accountant

- CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination.
- In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two-year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services.
- In addition to the Code of Professional Conduct, AICPA members who provide personal financial planning services are required to follow the Statement on Standards in Personal Financial Planning Services (SSPFPS).

Business Background:

2002-Present	Member/Chief Executive Officer/Chief Investment Officer Hixon Zuercher Capital Management
2002-2003	Registered Representative / Advisory Representative FSC Securities Corporation
1999-2002	Financial Advisor Pry Financial Management LLC, Findlay, Ohio
1999-2002	Staff Accountant Pry CPA Services, Inc.
1998-1999	Project Accounting Department St. Luke's Hospital

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Adam C. Zuercher is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Adam C. Zuercher does not receive any economic benefit from any person, company, or organization, other than Hixon Zuercher, LLC in exchange for providing clients advisory services through Hixon Zuercher, LLC.

Item 6: Supervision

As a representative of Hixon Zuercher, LLC, Adam C. Zuercher is supervised by Josh Robb, the firm's Chief Compliance Officer. Josh Robb is responsible for ensuring that Adam C. Zuercher adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Josh Robb is (419) 425-2400.