

# **HISTOR**Investing, LLC

## **Disclosure Brochure**

(Part 2A of Form ADV)

**HistorInvesting, LLC  
430 McLaws Circle, Suite 100  
Williamsburg, VA 23185**

**Mailing Address:  
PO Box 5834  
Williamsburg, VA 23188**

**<http://www.historcompanies.com>  
[cnester@historcompanies.com](mailto:cnester@historcompanies.com)  
**(757) 808-5153****

This brochure provides information about the qualifications and business practices of HistorInvesting, LLC. If you have any questions about the contents of this brochure, please contact us by phone at: (757) 808-5153 or by email at [cnester@historcompanies.com](mailto:cnester@historcompanies.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 HistorInvesting, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

HistorInvesting, LLC is a Registered Investment Adviser. Registration as an investment adviser does not imply a certain level of skill or training. Specific information about an adviser, which includes the firm brochure, helps you determine whether to retain an adviser's services.

March 25, 2025

## **Item 2 - Material Changes**

### **Annual Update**

Updates to Form ADV and the Disclosure Brochure (Part 2A of Form ADV) are made annually. When there are material changes in the Brochure, these changes are noted within thirty days of the change.

### **Full Brochure Available**

To request a complete copy of the Firm Brochure, please call (757) 808-5153 or contact by email at [cnester@historcompanies.com](mailto:cnester@historcompanies.com). The Brochure is also available free of charge on our web site [www.historcompanies.com](http://www.historcompanies.com).

Additional information about HistorInvesting LLC is available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's web site also provides information about any persons affiliated with HistorInvesting LLC who are registered, or required to be registered, as investment adviser representatives of HistorInvesting LLC.

## Item 3 - Table of Contents

	Page Number
<b>Item 1</b>	Cover Page i
<b>Item 2</b>	Material Changes ii
<b>Item 3</b>	Table of Contents iii
<b>Item 4</b>	Advisory Business 1
<b>Item 5</b>	Fees and Compensation 4
<b>Item 6</b>	Performance-Based Fees 6
<b>Item 7</b>	Types of Clients 7
<b>Item 8</b>	Methods of Analysis, Investment Strategies, and Risk of Loss 7
<b>Item 9</b>	Disciplinary Information 9
<b>Item 10</b>	Other Financial Industry Activities and Affiliations 9
<b>Item 11</b>	Code of Ethics, Participation, or Interest in Client Transactions and Personal Trading 10
<b>Item 12</b>	Brokerage Practices 10
<b>Item 13</b>	Review of Accounts 11
<b>Item 14</b>	Client Referrals and Other Compensation 12
<b>Item 15</b>	Custody 12
<b>Item 16</b>	Investment Discretion 12
<b>Item 17</b>	Voting Client Securities 13
<b>Item 18</b>	Financial Information 13
<b>Item 19</b>	Requirements for State-Registered Advisers 13
<b>Privacy Notice</b>	14
<b>Brochure Supplement (Part 2B of Form ADV)</b>	15
<b>Item 2</b>	Education and Business Background 16
<b>Item 3</b>	Disciplinary Information 17
<b>Item 4</b>	Other Business Activities 17
<b>Item 5</b>	Additional Compensation 17
<b>Item 6</b>	Supervision 17
<b>Item 7</b>	Requirements for State-Registered Advisers 17

## **Item 4 - Advisory Business**

### **Firm Description**

HistorInvesting LLC (also known as HistorInvesting) is a financial and management consulting company that was formed in 2007. The company is owned by Cheryl O. Nester. It has been providing business and financial consulting services since June of 2008. HistorInvesting also became an investment adviser firm at the beginning of 2013.

HistorInvesting is a 100% fiduciary, fee-only investment advisory and wealth management firm. It receives no commissions on any financial products or securities and is not affiliated with any broker or dealer who sells financial products or securities.

HistorInvesting offers investment advisory services that focus on macro-economic conditions (what is happening in the economy at large), and portfolio development because of those conditions. Special consideration is given to portfolio models (recommended holdings) that address inflationary or deflationary conditions as reflected in the prevailing economic environment. The type of portfolio management that is offered is non-discretionary. This means that we must contact clients prior to making any changes to their portfolios, each time we make a change.

HistorInvesting LLC customizes portfolio recommendations to the individual needs and risk tolerance of clients. Determination of client needs is made through consultation with the client, which may include an analysis of the client's current balance sheet and income statement, an analysis of tax, insurance, retirement, and estate needs, and a discussion of current and future goals.

The primary purpose of HistorInvesting is to help clients understand and manage their own finances. HistorInvesting assists clients so they become better informed about their financial situation and then supports them as they make strategic decisions in strengthening their finances. Clients may always choose to limit the scope and type of investment they want for their portfolios. Thus, they may choose not to invest in certain securities or types of securities. The investment advisory service offered by HistorInvesting helps clients assess what asset classes they want and need to hold in prevailing economic environments. Since clients make the decisions, with HistorInvesting acting in a consulting capacity, the client is free to invest in securities of choice or may restrict his investments in certain types of securities per his preferences. The usual method of investment advising is the Assets Under Advisory (AUA) model. In some cases, at a client's request, non-discretionary management (where the client retains custody of his assets and has the final 'say-so' as to what investments to hold) is offered with HistorInvesting assisting in managing the client's holdings.

### **Types of Advisory Services**

HistorInvesting provides investment advisory services in the following areas:

- **Financial Planning Services:** Financial planning services are provided to clients who want a comprehensive financial plan that is developed to reflect clients' assets and personal financial goals.
- **Portfolio management for individuals and/or small businesses** (Provided to clients with assets of at least one million dollars, \$1,000,000): non-discretionary portfolio management services are provided for individuals and small businesses who want HistorInvesting to make investment recommendations, or recommendations and transactions for them.
- **Portfolio management for businesses (other than small businesses) or institutional clients:** HistorInvesting provides non-discretionary portfolio management services for nonprofit businesses, organizations, and institutional clients with assets of at least one million dollars (\$1,000,000), who want HistorInvesting to make investment recommendations, or recommendations and transactions for them.
- **Educational seminars/workshops:** HistorInvesting provides educational seminars and workshops that inform and instruct on financial topics such as basic investing principles, investment models tailored to current economic conditions, accounting principles for wealth creation, and other topics pertinent to investing.
- **Educational videos:** HistorInvesting provides educational videos which explain basic concepts of finance and investing. These are purely instructional in nature and do not provide individualized investment advice or counseling. A client/advisor relationship is not established through the purchase or viewing of these videos.
- **Hourly planning services:** Hourly planning services are provided to clients who want specific investment advice for a limited period or for a specific goal.
- **Monthly Educational Newsletter:** A monthly educational newsletter that reflects on various financial and economic topics is offered to interested people. There is no fee associated with receiving the newsletter.

### Tailored Relationships

HistorInvesting provides advisory services that are tailored to the specific needs of clients by reviewing balance sheet information (assets and liabilities), income statement information (income and expenses), current investments, and current/future financial goals. An advisory relationship with HistorInvesting begins with a letter of engagement (client relationship agreement) that is signed by both parties. These agreements may not be assigned by HistorInvesting without the client's consent.

### Types of Agreements:

- **Financial Planning Agreement –** HistorInvesting offers a one-hour initial consultation for \$300.00 (in person or by phone) to help clients determine whether the company is able to meet their financial planning needs. If HistorInvesting enters into a financial planning relationship and a client relationship agreement is signed, then HistorInvesting evaluates a client's current financial condition and investing goals. HistorInvesting provides clients with a financial information packet that assists clients in summarizing the financial information needed for a financial

analysis. The financial plan provided includes a balance sheet, an income statement, a budget (if needed), a review of current investments and portfolio allocation, a review of insurance policies and recommendations, and any retirement, estate, or education planning needed to meet personal financial goals. Investment advice for securities and specific recommendations are provided as appropriate for clients. Clients are free to act on the advice provided, or to refrain from acting. Implementation is at the sole discretion of the client.

- **Portfolio Management agreements for individuals and/or small businesses**  
 After clients go through the financial planning process, HistorInvesting provides non-discretionary portfolio management services for individuals and small businesses that want this additional service and have at least \$1,000,000 in assets. The portfolio management agreement identifies fees associated with this service. HistorInvesting provides portfolio management services on a non-discretionary basis where HistorInvesting does not take custody of customer funds, and the client has final say-so and control of all transactions. HistorInvesting may have limited access to client accounts by using the account password for the purpose of placing trades. HistorInvesting may also have limited custody for the purpose of fee distribution of portfolio management fees from the accounts managed.
- **Portfolio management agreements for businesses (other than small businesses) or institutional clients:** After clients go through the financial planning process, HistorInvesting provides non-discretionary portfolio management services for nonprofit businesses, organizations, and institutional clients that want this additional service and have at least \$1,000,000 in assets. The portfolio management agreement identifies fees associated with this service. HistorInvesting provides portfolio management services on a non-discretionary basis where HistorInvesting does not take custody of customer funds, and the client has final say-so and control of all transactions. HistorInvesting may have limited access to client funds by using the account password for the purpose of placing trades. HistorInvesting may also have limited custody for the purpose of fee distribution of portfolio management fees from the accounts managed.
- **Hourly planning services:** The client relationship agreement for clients seeking hourly planning services is oriented to the specific purpose and goal of the client seeking such services. It involves a narrower view of a client's finances and is not intended to be as comprehensive as a financial planning agreement.

**Termination of Agreements** - Client agreements as outlined above may be terminated by the client by providing HistorInvesting, LLC written notification within the following time frame of the intent to terminate. Clients may terminate their financial planning agreement within five days of signing the client relationship agreement (letter of engagement) with no penalty and for a full refund, unless HistorInvesting has started work on the client's matter. Clients may terminate hourly planning agreements within five days of signing the client relationship agreement. The client is responsible for payment to HistorInvesting for

time that the company may have spent on the client's behalf prior to notification of termination. Once a contract is signed and five days have elapsed, all deposits and retainers are non-refundable. Clients may terminate portfolio management services with seven days written notice. The client is responsible for payment to HistorInvesting for time that the company may have spent on the client's behalf prior to notification of termination. At that time, should the portfolio management client have any prepaid funds with HistorInvesting, the company will refund any unearned portion of prepaid funds at the written request of the client. HistorInvesting reserves the right to terminate any of the client agreements outlined above by written notification.

## **Management of Client Assets**

Since it is the intent of HistorInvesting to assist clients in managing their own investments, Assets Under Advisory (AUA) is the customary model used. The Assets Under Management (AUM) model is also available on a non-discretionary basis for clients who want this option. As of March 25, 2025, HistorInvesting has \$27,539,758.00 of client assets under non-discretionary management (AUM). As of the same date, HistorInvesting has \$37,404,477.00 in Assets Under Advisory (AUA).

## **Item 5 - Fees and Compensation**

HistorInvesting, LLC is a fee-only financial and management consultant. The company provides investment advisory services on a fee only basis. Fees are based on the level of service provided to clients, and include financial planning fees, hourly charges, a percentage of assets under management, or a combination thereof.

### **Financial Planning Fees**

Clients are offered an initial one-hour consultation meeting for \$300.00. The fee for a comprehensive financial analysis is based on a client's total assets. The higher the asset holdings, the more complex the estate becomes. Planning fees reflect the time that analyses for larger estates require. One half of the service fee is required at the start of the financial planning process. The remainder of the balance is due at the time that clients receive their financial analysis and plan. Fee rates are not negotiable.

### **Financial Planning and Analysis Fees are as follows:**

<u>Total Client Assets</u>	<u>Financial Planning Analysis Fee</u>
Less than \$5,000,000	\$5,000.00
Less than \$10,000,000	\$10,000.00
Over \$10,000,000	Custom Fee

Should projects require invoicing, fees are billed monthly in arrears (with clients billed on the first and/or fifteenth of the month for the previous month's work). The client relationship agreement outlines specific project times, services, and costs for individual clients. Engagement as an investment adviser is concluded upon delivery of the financial plan or advice to a client unless the relationship agreement states that HistorInvesting is retained for future services.

Should a situation occur where a client's financial situation is more complex than initially disclosed and additional time is required to satisfactorily complete a financial plan, then the client relationship agreement will be modified with the approval of the client to reflect additional fees. Additional work for the client cannot continue without the client's approval of this modified client agreement when a fee increase is involved.

### **Portfolio Management Fees**

HistorInvesting offers non-discretionary portfolio management services. Fees are computed as a percentage of assets under management. The fee structure is outlined below:

<u>Assets under Management</u>	<u>Client Fee per year</u>
\$1,000,000 - \$1,999,999	1.50%.
\$2,000,000 - \$2,999,999	1.35%
\$3,000,000 - \$4,999,999	1.00%
\$5,000,000 - \$10,000,000	.80%
\$10,000,001 and over	.50%

Management fees exclude all brokerage and transaction fees charged by any brokers, dealers, or custodians of funds. All fees paid to HistorInvesting for investment advisory services are separate and distinct from internal charges on specific investment products. Clients who elect non-discretionary portfolio management may be billed directly for fees incurred or, with clients' preference and direction, fees may be deducted from clients' investment accounts. For direct billing, after an initial deposit, fees are billed monthly or quarterly in arrears.

HistorInvesting does not share in brokerage commissions and has clients, when possible and appropriate, with no-load (no sales charge) products. In the investing process, clients face fees that are in addition to any fees billed by HistorInvesting, LLC. These fees include custodian fees for custodial accounts, mutual fund expenses that are set by mutual fund companies, as well as brokerage fees and other transaction costs incurred in buying and selling securities. Clients are encouraged to read the prospectus of each potential investment for an explanation of the expenses involved. Portfolio management fees are non-negotiable.

HistorInvesting does not charge performance-related fees.

### **Hourly Planning Fees**

Clients who want investment advisory services for a limited and specific purpose are charged hourly fees. The fee is \$300 per hour. This fee is not negotiable.



## **Fees for Seminars and Educational Workshops**

Educational Workshops that last from one to two hours cost \$300 per workshop, with an additional \$20 charged for each person in attendance, with a five-person minimum. Seminars that cover at least three hours of financial management and planning information cost \$200 per hour, with an additional \$20 for each person in attendance, ten-person minimum. A 50% deposit is required for scheduled workshops and seminars. The remainder due for workshops and seminars is billed by invoice after they are held. Workshops and seminars may be canceled by a client with one-week notice (7 calendar days) prior to the scheduled workshop or seminar. Any events that are canceled with less than a 7-day notice but prior to 48 hours of the scheduled workshop/seminar will be subject to a charge equal to 50% of the workshop or seminar fee. Workshops and seminars canceled within 48 hours of the workshop are charged the entire workshop fee. Since workshops and seminars are intended to be educational in nature, they are designed to meet the needs of the client. Basic fees for the workshops and seminars are not negotiable. The fee relating to the number of people attending may be negotiated if the client does not have the minimum number of people required.

## **Fees for Instructional Videos**

The 'Foundation Series: Building and Managing Wealth' is a five-video online instructional series available for \$99.00.

## **Fees for Nonprofit Organizations**

At its sole discretion, HistorInvesting may adjust the hourly fees it charges to nonprofit organizations when such an adjustment seems prudent and appropriate. Should such an adjustment occur, the hourly rate is reduced at the discretion of HistorInvesting and is non-negotiable.

## **Past Due Accounts and Termination of Agreement**

HistorInvesting, LLC reserves the right to discontinue work on any account that is more than fourteen days past due. The company also reserves the right to terminate any account where material financial information that would affect the financial advice given is omitted, willfully concealed, or otherwise withheld from HistorInvesting, LLC. HistorInvesting will refund to clients within one month of a written request any unused portion of prepaid fees, except non-refundable deposits for financial analyses and contractual retainers.

## **Item 6 - Performance-Based Fees and Side-by-Side Management**

Neither HistorInvesting nor any of its supervised persons accepts or charges performance-based fees.

## Item 7 - Types of Clients

HistorInvesting provides financial planning and non-discretionary portfolio management services to individuals, small businesses, corporations, organizations, foundations, trusts/trustees, and executors/administrators of estates.

Financial planning and hourly planning services are provided for all clients, with no account minimums or income minimums. Non-discretionary portfolio management services are provided to clients with \$1,000,000 minimum accounts.

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

### Methods of Analysis

The primary method of analysis used to determine prudent investment strategies is macroeconomic analysis. Macroeconomic analysis looks at interest rates, unemployment levels, national debt, the money supply, and other economic factors to determine the strengths and weaknesses in an economy. After determining strengths and weaknesses, significant weight is given to asset classes that are in a primary uptrend (increasing asset values). To make this determination, significant investment numbers are considered, among them the price/earnings ratio (P/E) for stocks and yield (how much interest you're earning in a period) and real interest rates for bonds. Assets that are negatively affected by the prevailing economic environment result in decreasing asset values (said to be in a primary downtrend). These may still constitute a part of a client's portfolio since they can be a source for future growth.

Clients who engage HistorInvesting for financial planning and investment advisory services provide current information on their financial state. This information is considered along with their life goals and needs. A financial plan is then developed to best use their assets to reach their goals in the prevailing economic environment.

HistorInvesting uses the life cycle model for financial management. This model is progressive, cyclical, and includes the following stages:

- Accumulation Period – The time when assets are being systematically accumulated to build wealth.
- Analysis Period – The deliberate consideration of what assets are owned, what assets should be owned, and the plan to acquire these assets.
- Implementation – The action taken to acquire predetermined assets.
- Distribution – The time when assets that have been acquired are used for their intended purpose.

This process is not a “once and for all” process. It is repeated frequently during the course of a lifetime. This happens since there are unique needs during the various stages of life.

HistorInvesting helps clients with financial planning and investment strategy as they seek to achieve the goals for their current life cycle, as well as the ones in their future.

## Investment Strategies

HistorInvesting employs a broader view than many companies of what constitutes a good asset management strategy. Many investment strategies focus on building a client's portfolio with primarily financial assets such as stocks and bonds. The goal in such an approach is to have a diversified portfolio of stocks and bonds that will balance risk and reward. However, the risk of a general market decline (aka systematic risk and market risk) is still high in this type of planning. HistorInvesting LLC takes a broader approach and uses asset classes that include stocks and bonds but also includes other asset classes.

A traditional approach to investing has been a 'buy and hold' approach. HistorInvesting generally uses this approach, with periodic rebalancing of assets to maintain a consistent ratio of each asset class. HistorInvesting does not use short-term strategies such as trading (or day trading). Investment information is gleaned from various sources that include private investment newsletters, the Wall Street Journal and other newspapers, financial magazines, internet investing sources, annual company reports, prospectuses, and other timely and pertinent sources.

Investing in securities (stocks, bonds, or other financial assets) involves the risk of loss of principal (capital) that clients should be aware of and prepared to bear. While macroeconomic analysis is a strong predictor in indicating what asset classes are best for investment, it is not foolproof. Thus, inflation (general price increases) or deflation (general price decreases) driven models that HistorInvesting has developed have a counterbalance built into them. This acts as a hedge to offer some protection against unforeseen economic conditions. When anticipating future economic conditions, there is a material risk that the underlying assumptions for future conditions may be incorrect. Should this occur, then clients may find that their investments may not perform as well as if the anticipated economic conditions were realized.

Clients should be aware of specific investment risks associated with bonds:

- Credit Risk – The risk that an issuer cannot make interest and principal payments.
- Interest Rate Risk – The risk that rising interest rates will cause bond prices to fall.
- Inflation Risk – The risk that inflation will lower the value of bond interest payments and principal repayments, making the investment worth less.
- Marketability Risk – The risk that the security will be difficult to sell.
- Liquidity Risk – The risk that the security can only be sold by incurring large transaction costs.
- Legislative Risk – The risk that new laws reduce the value of a security.
- Political Risk – The risk that a foreign government will change its laws, making the investment less valuable.
- Call Risk – The risk that bonds may be called for redemption prior to maturity.

There are also associated risks when investing in stocks:

- Systematic Risk – The risk of a general market decline. This is also called market risk and cannot be diversified away.

- Non-systematic Risk – The risk of a single investment going bad. A diversified portfolio helps to reduce this risk.
- Capital Risk – The risk that the amount invested may not be fully recovered.
- Timing Risk – The risk that buying and selling occur when the market is too high or low due to poor market timing.

HistorInvesting recommends all types of securities that are appropriate to each client's needs. We do not primarily recommend a particular type of security. HistorInvesting does not believe that frequent trading in securities leads to greater profits for clients. Thus, the company will not encourage or advise frequent and/or day trading as an investment strategy.

## **Item 9 - Disciplinary Information**

### **Legal and Disciplinary**

There are no legal or disciplinary actions involving HistorInvesting or any of its employees.

## **Item 10 - Other Financial Industry Activities and Affiliations**

HistorInvesting has no financial industry activities that would constitute a conflict of interest with clients and their best interests. HistorInvesting does have affiliated interests with related persons, HistorConsulting, Inc. and Divorce Financial Specialists, LLC. HistorConsulting provides financial and management consulting services to nonprofit organizations. HistorConsulting helps nonprofits strengthen their finances, enhance management practices, develop custom programs, and build community awareness. It is possible that HistorConsulting clients may be referred to HistorInvesting LLC for investment advisory services. Divorce Financial Specialists provide divorce financial planning for people contemplating or proceeding through divorce. It is possible that Divorce Financial Specialists clients may be referred to HistorInvesting LLC for investment advisory services.

The amount of time devoted to HistorConsulting varies monthly, with an average of ten hours dedicated to HistorConsulting clients each month. The amount of time devoted to Divorce Financial Specialists averages ten hours per month but can exceed ten hours if a divorce case is ongoing.

While HistorInvesting has no financial industry relationships that would constitute a conflict of interest, the company does provide referrals to other financial professionals for services that a client may need, or at a client's request. These professionals may include accountants, attorneys, bankers, brokers, insurance agents, and other financial planners. HistorInvesting has no agreements with them, nor does the company receive any referral fees from them.

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

### **Code of Ethics**

HistorInvesting maintains ethical and principled processes in soliciting clients, collaborating with clients, advising clients, and following up with clients. This 'principle of excellence' is the foundation for all business interactions. Confidentiality, professionalism, and personal concern are the foundational pillars for business relationships. HistorInvesting, LLC adheres to the Certified Financial Planner (CFP®) Board of Standards Code of Ethics which can be found at <https://www.cfp.net/about-cfp-board/code-and-standards>. HistorInvesting will provide a copy of its code of ethics to any client or prospective client upon request.

HistorInvesting does not recommend to clients, or buy and sell for clients, securities in which the company or its principals has a material interest.

HistorInvesting may, for its own account, buy or sell the same securities that it recommends or buys and sells for its clients. HistorInvesting would advise, or buy and sell, for its clients only the products that it believes are investment worthy and would use the same criteria for its own investments. This practice could potentially create a conflict of interest, if by advising others to buy a security this would increase the value of a security held by HistorInvesting. HistorInvesting will address this conflict by buying and holding for its personal account securities that are broadly traded, or by refraining from advising clients to buy, sell, or trade any securities that HistorInvesting holds that are small issues, and thus likely to be significantly impacted by market activity.

HistorInvesting does not have a relationship with a broker-dealer and receives no commissions on the sale of any asset or security. HistorInvesting will not: 1. Buy from or sell securities to its clients; 2. Function as a general partner in a partnership in which clients' investments are solicited; and 3. Function as an investment adviser to an investment company whose products are recommended to clients.

## **Item 12, Brokerage Practices**

### **Brokerage Firms**

HistorInvesting chooses broker-dealers that: 1. Allow the client to manage his/her own account; 2. Have a large variety of investments available so that a client may have all his investments under one 'umbrella'; and 3. Offer, when appropriate for clients, a large group of investments with low or no sales charges (low-load or no-load investments). HistorInvesting has discretion to choose the broker-dealer and custodian that you will use. These are the broker dealers that we choose to use and recommend to clients: Fidelity, Vanguard, and Schwab. These are traditionally low-cost trading firms.

HistorInvesting is not associated with any broker-dealer and does not receive any benefits (including non-cash benefits) from recommending a particular broker or custodian.

Research materials and information are paid for by HistorInvesting. The adviser does not use client securities transactions (client brokerage commissions) or markups and markdowns to cover research costs (called 'soft dollar benefits').

### **Directed Brokerage**

In selecting or recommending a broker-dealer, HistorInvesting does not make this selection based on whether it will receive client referrals. The broker-dealer is chosen solely based upon the clients' best interests in receiving the most favorable executions in transactions. HistorInvesting does not recommend, request, or require that clients direct it to execute transactions through a specified broker-dealer. As a normal course of business, HistorInvesting chooses to use Fidelity Investments, Vanguard, and Schwab as its broker-dealers and as custodians for accounts, when possible. Not all advisors recommend that you use a certain broker dealer, and this may cost you more money. By directing brokerage, HistorInvesting may be unable to achieve the most favorable execution of client transactions, and this practice may increase costs for clients. Because HistorInvesting does seek to achieve the most favorable costs in execution of client transactions, it has chosen brokers that it thinks will help achieve that end.

Fidelity Investments, Vanguard, and Schwab are reputable investment companies that offer a broad range of investment products and services. Many of their products are no-fee products. When determining broker-dealers, hidden fees (such as management and marketing fees) are considered as well as commission charges. If two or more clients are investing in the same investment, then HistorInvesting tries, when possible, to bundle (aggregate) the purchase or sale of securities. This may qualify clients for lower sales charges or commissions. It is not always possible to aggregate such sales or purchases for clients, so in this case, commissions are at the usual rate charged by the broker-dealer, with no potential 'price break' for a larger order.

## **Item 13 - Review of Accounts**

### **Financial Planning and Hourly Planning Clients**

For clients of HistorInvesting's Financial Planning and Hourly Planning services, ***at the request of the client***, periodic reviews of client accounts and/or financial plans are provided by HistorInvesting principal, Cheryl Nester. The cost for this review is in addition to the financial planning fee or hourly planning fee the client originally paid. It is the client's responsibility to initiate desired reviews.

### **Portfolio Management Clients**

Client Account Reviews are conducted annually for non-discretionary portfolio management clients by HistorInvesting principal, Cheryl Nester. During the review, the balance of assets in the client's portfolio is reviewed, along with a determination as to whether rebalancing in the portfolio is needed. In addition to reviewing asset allocation, the performance of investments in each asset category is reviewed. The last step in the

review analysis is to assess the investments in the portfolio against future expected economic conditions. Clients receive a yearly report from HistorInvesting detailing their accounts, and recommendations as to whether changes are needed in their portfolios. Specific information as to what those changes should be is included in the report. At other times throughout the year, HistorInvesting may call clients for a phone meeting to discuss their accounts.

## **Item 14 - Client Referrals and Other Compensation**

As with most businesses, client referrals are the best and most appreciated way to obtain additional business. HistorInvesting does not directly or indirectly compensate those who make client referrals. HistorInvesting does not accept referral fees from other professionals when referrals are made to the company.

## **Item 15 - Custody**

HistorInvesting may take limited custody of client funds (i.e., account passwords for the purpose of placing trades in client accounts and for account management (AUM) fees). Clients will receive periodic account statements from the qualified custodians who hold their funds. When clients receive their account statements from the broker-dealer, bank or other qualified custodian, clients should carefully review all statements, reports, and invoices, and compare these with invoices and statements that HistorInvesting provides clients with. For clients who choose direct AUM billing, they will be billed for management fees by HistorInvesting and will receive an invoice by mail (U.S. Postal service or electronic mail). Clients may also choose to have their AUM fees deducted from their investment accounts. For direct pay clients, statements mailed to clients will show the formula used to calculate the fee, the value of the client's assets upon which the fee was based, the time covered by the fee, and the specific way the fee was calculated. Clients will be apprised that the client is responsible for verifying the accuracy of the fee calculation. Clients whose AUM fees are deducted directly from their accounts should compare all account statements and invoices sent from the Custodian to invoices and statements that HistorInvesting sends.

## **Item 16 - Investment Discretion**

HistorInvesting accepts non-discretionary authority to manage securities on behalf of clients. However, we do have discretion over the broker-dealer. Non-discretionary portfolio management clients must sign a contract outlining guidelines for management of the portfolio. Recommendations as to investment holdings will be provided to clients. Upon client approval of these recommended investments, HistorInvesting will make trades for clients.

HistorInvesting will manage accounts on a non-discretionary basis when account assets are at least \$1,000,000.

## **Item 17 - Voting Client Securities**

HistorInvesting does not accept authority to vote client securities. Since HistorInvesting does not vote on behalf of clients, clients receive their proxies or other solicitations directly from the custodian or transfer agent. Since HistorInvesting manages the account under non-discretionary authority, clients are responsible for voting proxies associated with the account. If clients have questions pertaining to their proxies, they should call HistorInvesting for discussion.

## **Item 18 - Financial Information**

Since HistorInvesting does not require or solicit prepayment of more than \$500 in fees per client, six months or more in advance, a balance sheet is not required. HistorInvesting bills clients in aggregate for financial planning fees. HistorInvesting bills clients for hourly fees on a bimonthly basis (billing on the first and fifteenth of each month) for services rendered and may charge a retainer fee for clients whose needs are more sporadic in nature. For specific fees and practices, please see Item 5 above.

## **Item 19 - Requirements for State-Registered Advisers**

This item requires State Registered Investment Advisers to provide you with information about the principal of HistorInvesting, LLC. Please refer to ADV Part 2B for this information.



## Privacy Notice

As a part of its business ethics, HistorInvesting, LLC maintains client confidentiality through the following practices:

### **Protecting Nonpublic Information**

In order to prepare personalized financial plans, confidential information in the form of employment, income, assets, liabilities, income, health, and other related information is collected from clients. The information (identity, affairs, or investments) of any client is kept confidential and is not disclosed to other professionals (accountants, attorneys, bankers, etc.) or with any third party with whom clients and HistorInvesting work unless consented to by the client (except for a requirement by law or an order of a court or a regulatory agency). You may opt to share this information with third-party professionals by notifying HistorInvesting in writing through USPS mail, electronic mail, or in person.

### **Maintaining Secure Records**

HistorInvesting maintains a secure office environment to safeguard client records. The purpose is to provide protection so confidential information is not placed at unreasonable risk. Locked physical storage files, security protected electronic data systems, and discreet use of identifying information serve to protect sensitive client information.

### **Prohibiting Disclosure to Data Collectors**

HistorInvesting does not provide or sell information about clients to mailing list vendors or solicitors.

### **Disclosure and Retention of Records**

Personal client records may be reviewed by securities regulators as permitted by law. Client records are retained by HistorInvesting LLC for the period of time required by law.

### **Annual Notification**

HistorInvesting, LLC is required by law to deliver this privacy notice in writing to you annually. You will be notified if aspects of this privacy policy change.

# **HISTORInvesting, LLC**

## **Brochure Supplement** (Part 2B of Form ADV)

**Cheryl O. Nester**  
**HistorInvesting, LLC**  
**430 McLaws Circle, Suite 100**  
**Williamsburg, VA 23185**

**Mailing Address:**  
**PO Box 5834**  
**Williamsburg, VA 23188**

**<http://www.historcompanies.com>**  
**[cnester@historcompanies.com](mailto:cnester@historcompanies.com)**  
**(757) 808-5153**

This brochure supplement provides information about Cheryl Nester that supplements the HistorInvesting, LLC brochure. You should have received a copy of that brochure. Please contact Cheryl Nester if you have not received HistorInvesting's brochure or if you have any questions about the contents of this supplement.

Additional information about Cheryl Nester is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

HistorInvesting, LLC is a Registered Investment Adviser. Registration as an investment adviser does not imply a certain level of skill or training. Specific information about an adviser, which includes the firm brochure, helps you determine whether to retain an adviser's services.

March 25, 2025  
HistorInvesting, LLC

## Brochure Supplement (Part 2B of Form ADV)

### Item 2 – Education and Business Experience

Name: Cheryl Orange Nester (Born 1960)

Title: Owner

#### Education:

- Liberty University (1993-1994, Master of Divinity Studies in Christian Education)
- Virginia Western and Central VA Community Colleges (1983-1985, Concentration in Accounting)
- Roanoke College (1982, BBA, Summa Cum Laude, Double Major in Economics and Business Administration)
- Virginia Western Community College (1980, AS in Business Administration, Summa Cum Laude)

#### Business Experience:

- Divorce Financial Specialists, LLC: Principal and Founder (2021-present)
- HistorInvesting, LLC: Principal and Founder (2008 – present)
- HistorConsulting, Inc.: Principal and Founder (2008 – present)
- Executive Management: New Covenant Schools
  - Comptroller/CFO (Lynchburg, 2006-2008)
  - Head of School (Bedford, 2002-2006)
  - Teacher and Assistant Head of School (Bedford, 2000-2002)
- Nonprofit Ministry Management:
  - Rainbow Forest Baptist Church: Pastoral Ministry Assistant, Missions Director, Director of Children's Ministry (1991-2000)
  - Bonsack Baptist Church: Office Administration (1987-1989)
- Self-employed Accountant: (1986)
- Ernst & Whinney, CPAs (now Ernst & Young): Accountant in Privately Owned Business Division of Tax Department (1983-1985)
- IDS/American Express (now Ameriprise): Registered Representative (1982-1983)

#### Examinations:

- CDFA (Certified Divorce Financial Analyst) – Institute for Divorce Financial Analysts (2020)
- FINRA: Series 65 – Uniform Investment Adviser Law (2012)
- NASD (now FINRA): Series 6 – Investment Company/Variable Contracts

Products Limited Representative (1982); Series 63 - The Uniform Securities State Law Examination (1982)

- VA Life Insurance and Variable Annuities Exams (1982)

### **Item 3 – Disciplinary Information**

Registered Investment advisers are required to disclose all material facts regarding any legal or disciplinary event that would be material to your evaluation of each supervised person providing investment advice. Cheryl Nester is not, and has not been, the subject of any reportable legal or disciplinary action or event.

### **Item 4 – Other Business Activities**

Cheryl Nester is the owner of HistorConsulting, Inc., a financial and management consulting company that works with nonprofit organizations. She works an average of ten hours per month consulting with nonprofit organizations. She is also the owner of Divorce Financial Specialists, LLC, a company that provides divorce financial planning.

### **Item 5 – Additional Compensation**

HistorInvesting LLC does not accept or receive additional compensation for its advisory services beyond what is described above.

Neither HistorInvesting LLC nor its managed persons have any relationship or arrangement with any issuer of securities that is not listed in Item 10.C. of Part 2A.

Neither HistorInvesting nor its supervised persons are compensated for advisory services with performance-based fees.

### **Item 6 – Supervision**

Cheryl Nester is the sole managing member of HistorInvesting, LLC and serves in multiple capacities. She also employs an office assistant on a part-time basis. The philosophy of the company makes it a priority to establish supportive and beneficial relationships with clients. Sound investment management practices are provided to clients through timely financial information, orderly policies and procedures, and accurate record keeping and documentation.

### **Item 7 – Requirements for State-Registered Advisers**      No items to report.