



HIGHLAND
FINANCIAL ADVISORS

What We Do Matters

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***HIGHLAND'S Reed Fraasa
Featured on a Special
Edition of Nightly Business
Report Produced by CNBC
on Financial Literacy and
Retirement Planning***

How We Help

At HIGHLAND Financial Advisors, "What We Do Matters" is not just a tagline but the foundation for all our work. What we do matters because we are dedicated to helping you make informed decisions about your money and achieve your dreams. We are an especially good fit for those experiencing life changes such as:





RETIREMENT



**INHERITANCE OR
OTHER
WINDFALL**



**SALE OF A
BUSINESS**



**STARTING A
FAMILY**



**CAREER
CHANGES**



**DIVORCE OR
PASSING OF
A SPOUSE**

ARE YOU INTERESTED IN LEARNING MORE ABOUT THE HIGHLAND SUSTAINABLE IMPACT PORTFOLIO?
CLICK HERE FOR OUR TAKE ON ALIGNING YOUR VALUES WITH YOUR INVESTMENTS
([HTTPS://WWW.HIGHLANDPLANNING.COM/SUSTAINABLE-IMPACT](https://www.hIGHLANDPLANNING.COM/SUSTAINABLE-IMPACT))

About Us

We are an independent Registered Investment Advisory firm serving high-net-worth families and individuals nationwide from our location in Wayne, NJ. We differ from other firms because we emphasize a team approach to managing your finances and investments. Though you work with a primary wealth advisor, you always receive the support of our entire team. And because we are a fee-only, fiduciary advisor, you can rest assured that our recommendations are made in your best interest, not so we can earn a commission.

Take the First Step

Our goal is to help you sleep well at night, knowing you have clarity about your options and confidence in your financial direction. If you want to see how we can work with you to achieve this, send us your email and we'll reach out. We'll ask some quick questions to learn more about you and offer ways we can help.

Name *

Email Address *

SUBMIT

Featured In



(http://www.nytimes.com/2014/08/16/begin/2015/03/17/how-money-for-older-couples-house-hunting-begins-with-soul-searching.html?_r=0)



(<http://www.cnbc.com/2015/03/17/how-to-get-lucky-with-your-savings.html>)



(<http://www.investmentnews.com/article/20130303/REG/3030399964#nxt-frontier>)



(http://www.nj.com/business/index.ssf/2013/12/get_with_the_approach_to_financial_planning-1438368193)



(https://www.wsj.com/article-combo-20131212/get_with_the_approach_to_financial_planning-1438368193)

Memberships and Alliances



(<http://www.plannersearch.org/financial-advisor/reed-c-fraasa>)



(<http://www.letsmakeaplan.org/choose-a-cfp-professional/find-a-cfp-professional/Details/?key=7f50fb0d-9b8a-4b7d-8c86-c2028c285776&SimpleSearch=True&CityStateZip=07470&City=&Zip=07470&Radius=5&Latitude=40.5>)



(<https://www.napfa.org/firm/6962/pub/>)



(<https://www.feeonlynetwork.com/firm/advisor/reed-fraasa/>)

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Looking for Our Business Retirement Plan Website? Head to HFA401k.com (<http://hfa401k.com/>).

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