

# **Form ADV Part 2B – Brochure Supplement**

**for**

**William R. Heron  
Wealth Advisor**

**Effective: May 1, 2025**

This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of William R. Heron (CRD# 4284833) in addition to the information contained in the Claro Advisors LLC (“Claro” or the “Advisor”, CRD# 160294) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the Claro Disclosure Brochure or this Brochure Supplement, please contact us at (800) 604-2838 or by email at [info@claroadvisors.com](mailto:info@claroadvisors.com).

Additional information about Mr. Heron is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 4284833.

## Item 2 – Educational Background and Business Experience

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William R. Heron, born in 1962, is dedicated to advising Clients of Claro as a Wealth Advisor. Mr. Heron earned his Bachelor of Science in Accounting from Towson University In 1993. Additional information regarding Mr. Heron's employment history is included below.

### Employment History:

Wealth Advisor, Claro Advisors LLC	04/2025 to Present
Investment Advisor Representative / Registered Representative, Ameriprise Financial Services, LLC	12/2016 to 04/2025
Investment Advisor Representative / Registered Representative, UBS Financial Services Inc.	08/2007 to 12/2016

## Item 3 – Disciplinary Information

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***There are no legal, civil or disciplinary events to disclose regarding Mr. Heron.*** Mr. Heron has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Heron.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Heron.***

However, we do encourage you to independently view the background of Mr. Heron on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 4284833.

## Item 4 – Other Business Activities

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Mr. Heron is dedicated to the investment advisory activities of Claro's Clients. Mr. Heron does not have any other business activities.

## Item 5 – Additional Compensation

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Mr. Heron is dedicated to the investment advisory activities of Claro's Clients. Mr. Heron does not receive any additional forms of compensation.

## Item 6 – Supervision

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Mr. Heron serves as a Wealth Advisor of Claro and is supervised by Jennifer Street, the Chief Compliance Officer. Ms. Street can be reached at (800) 604-2838.

Claro has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of Claro. Further, Claro is subject to regulatory oversight by various agencies. These agencies require registration by Claro and its Supervised Persons. As a registered entity, Claro is subject to examinations by regulators, which may be announced or unannounced. Claro is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.