

FORM ADV PART 2A DISCLOSURE BROCHURE



STOECKLER FINANCIAL ADVISORY SERVICES LLC

Office Address:

12545 West Burleigh Road, Suite 4
Brookfield, WI 53005

Tel: 262-797-8188

Fax: 262-797-0394

Email: info@stoecklerfinancial.com

www.stoecklerfinancial.com

February 22, 2022

This brochure provides information about the qualifications and business practices of Stoeckler Financial Advisory Services LLC. Being registered as an investment adviser does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 262-797-8188. 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 STOECKLER FINANCIAL ADVISORY SERVICES LLC (CRD #143669) IS AVAILABLE ON THE SEC'S WEBSITE AT WWW.ADVISERINFO.SEC.GOV

Item 2: Material Changes

Annual Update

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

Material Changes since the Last Update

This update is in accordance with the required annual update for Registered Investment Advisors. Since the last filing of this brochure on December 31, 2020, the following material changes have been made:

- Item 4 Client assets under management have been updated.
 - Brochure format has been updated.
 - Wealth and Asset Management fee schedules
-

Full Brochure Available

This Firm Brochure being delivered is the complete brochure for the Firm.

Item 3: Table of Contents

Form ADV – Part 2A – Firm Brochure

Item 1: Cover Page

Item 2: Material Changes **ii**
Annual Update ii
Material Changes since the Last Update..... ii
Full Brochure Available..... ii

Item 3: Table of Contents..... **iii**

Item 4: Advisory Business..... **1**
Firm Description 1
Types of Advisory Services 1
Client Tailored Services and Client Imposed Restrictions..... 4
Wrap Fee Programs 4
Client Assets under Management 4

Item 5: Fees and Compensation **4**
Method of Compensation and Fee Schedule..... 4
Client Payment of Fees 6
Additional Client Fees Charged..... 7
Prepayment of Client Fees 7
External Compensation for the Sale of Securities to Clients..... 7

Item 6: Performance-Based Fees and Side-by-Side Management..... **7**
Sharing of Capital Gains 7

Item 7: Types of Clients **7**
Description 7
Account Minimums 7

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss **7**
Methods of Analysis..... 7
Investment Strategy 8
Security Specific Material Risks..... 9

Item 9: Disciplinary Information..... **10**
Criminal or Civil Actions 10
Administrative Enforcement Proceedings 10
Self- Regulatory Organization Enforcement Proceedings 10

Item 10: Other Financial Industry Activities and Affiliations	10
Broker-Dealer or Representative Registration	10
Futures or Commodity Registration	10
Material Relationships Maintained by this Advisory Business and Conflicts of Interest.....	10
Recommendations or Selections of Other Investment Advisors and Conflicts of Interest	11
Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	11
Code of Ethics Description.....	11
Investment Recommendations Involving a Material Financial Interest and Conflict of Interest.	11
Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest	11
Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest.....	12
Item 12: Brokerage Practices	12
Factors Used to Select Broker-Dealers for Client Transactions	12
Aggregating Securities Transactions for Client Accounts.....	13
Item 13: Review of Accounts	13
Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved.....	13
Review of Client Accounts on Non-Periodic Basis	13
Content of Client Provided Reports and Frequency.....	13
Item 14: Client Referrals and Other Compensation.....	13
Economic Benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest.....	13
Advisory Firm Payments for Client Referrals.....	13
Item 15: Custody.....	14
Account Statements.....	14
Item 16: Investment Discretion.....	14
Discretionary Authority for Trading.....	14
Item 17: Voting Client Securities	14
Proxy Votes	14
Item 18: Financial Information	14
Balance Sheet	14
Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients.....	14
Bankruptcy Petitions during the Past Ten Years.....	14

Item 19: Requirements for State Registered Advisors	15
Principal Executive Officers and Management Persons	15
Outside Business Activities.....	15
Performance Based Fee Description.....	15
Disclosure of Material Facts Related to Arbitration or Disciplinary Actions Involving Management Persons.....	15
Material Relationship Maintained by this Advisory Business or Management persons with Issuers of Securities.....	15
Brochure Supplement (Part 2B of Form ADV) Supervised Person Brochure.....	17
Principal Executive Officer – Russell Stoeckler.....	17
Item 2 - Educational Background and Business Experience	17
Item 3 - Disciplinary Information	17
Item 4 - Other Business Activities.....	18
Item 5 - Additional Compensation.....	18
Item 6 - Supervision	18
Item 7 - Requirements for State-Registered Advisors	18
Brochure Supplement (Part 2B of Form ADV) Supervised Person Brochure.....	20
Supervised Person – Adam Stoeckler.....	20
Item 2 - Educational Background and Business Experience	20
Item 3 - Disciplinary Information	21
Item 4 - Other Business Activities.....	21
Item 5 - Additional Compensation.....	21
Item 6 - Supervision	22
Item 7 - Requirements for State-Registered Advisors	22

Item 4: Advisory Business

Firm Description

Stoekler Financial Advisory Services LLC ("SFAS") was founded in 2000 and became registered as an investment advisor in 2007. Russell Stoekler is 100% owner and Chief Compliance Officer.

Types of Advisory Services

ASSET MANAGEMENT

SFAS offers discretionary asset management services to advisory Clients. SFAS will offer Clients ongoing asset management services through determining individual investment goals, time horizons, objectives, and risk tolerance. Investment strategies, investment selection, asset allocation, portfolio monitoring and the overall investment program will be based on the above factors. The Client will authorize SFAS discretionary authority to execute selected investment program transactions as stated within the Investment Advisory Agreement.

Stoekler Financial is an authorized provider of Dimensional Fund Advisor ("DFA") mutual funds and may purchase and hold DFA funds in client portfolios. DFA funds are generally not available through retail investment channels. This restriction may limit a client's ability to manage these funds, unless the client works with another authorized DFA advisor, should the client subsequently terminate his/her relationship with Stoekler Financial.

ASSET MANAGEMENT - SEI Investment Management Corp

SFAS offers discretionary management services through a program sponsored by SEI Investments Management Corp ("SIMC"). SIMC sub-advised programs consist of the following:

- a) *SIMC Sub-Advised Program* - In the SIMC Sub-Advised Program, SFAS retains SIMC as a sub-advisor in order to provide certain of investment management solutions to SFAS in a sub-advised relationship, including investment strategies of SIMC's portfolio managers and certain SIMC-developed investment strategy models. Included in this model are the SEI Managed Account Solutions ("MAS") and the Custom High Net Worth Solutions.
- b) *Mutual Fund Models Program* - SIMC has developed various model mutual fund asset allocation portfolios (the "Mutual Fund Models") designed to be invested in accordance with a stated investment objective or goal (the "Mutual Fund Models Program"). SIMC currently develops its Mutual Fund Models through two underlying programs, described in various SEI literature as either SEI's Institutional Mutual Fund models or SEI's Goals Based Investing models and, may in the future, develop additional mutual fund model programs. Each Mutual Fund Model's underlying portfolio allocation is generally comprised exclusively of mutual funds in the SEI family of funds ("SEI Funds"), which are each advised by SIMC. Pursuant to the Mutual Fund Models Program, SEI will make available its various Mutual Fund Models to SFAS who, in turn, may assist Investors in determining into which Mutual Fund Models to invest their assets.
- c) *Custody-only Program* - In addition to the investment programs noted above, SFAS may (i) invest Investors' assets into one or more of the SEI mutual funds based solely on SFAS's determination and not in accordance with any Mutual Fund Model, or (ii) may select a custom allocation for a Managed Account Portfolio that does not conform to any of SIMC's model Managed Account Portfolios. Any investor with an account invested in this manner is considered to have a "Custom Portfolio," for which SIMC does not provide any model allocations or recommended rebalancing guidelines. If, at any time, an Investor's account originally invested in and/or rebalanced in accordance with a Mutual Fund Model or Managed Account Portfolio is no longer invested in accordance with that model's or portfolio's recommended asset allocation for any reason, as determined by SIMC, including, without limitation, because SFAS and/or the Investor did not elect to initiate or continue automatic rebalancing on the Account, that account will become a Custody-only account and, going forward, be considered a Custom Portfolio.

SFAS will provide the following services when recommending SIMC:

- Assist Investors in selecting appropriate Mutual Fund Models, Managed Account Portfolios or Custom Portfolios in accordance with the terms of the Firm's advisory agreements and, if applicable Tri-party Agreement, with such Investors.
- Assist Investors in completing the Custody Agreement and any other agreement or form provided and/or required by SIMC necessary for SIMC to provide the applicable service to the Investor and forward such completed agreements and forms to SIMC.
- Deliver to Investors that are using MAS, SIMC's and each money manager's Form ADV Part 2.
- Provide SIMC with all Investor and potential investor information required by SIMC necessary for SIMC to perform the services.

WEALTH MANAGEMENT SERVICES

SFAS may provide individuals with continuous wealth management services. The focus is on the development, protection, distribution and transfer of the Client's total wealth. The service encompasses all aspects of the financial planning process and is Client centric and collaborative, where the Client takes an active role in the decision-making process.

As part of the wealth management process SFAS shall, in conjunction with the Client, discern the Client's financial situation, investment objectives and risk tolerance, and any other information necessary for SFAS to develop its recommendations.

Thereafter, SFAS will utilize this information to address the key areas of the wealth management process which generally includes, but not limited to:

Financial Statements & Analysis - focuses on the development and analysis of financial statements to identify strengths, weaknesses, and opportunities.

Financial Accumulation Goals - Seeks to understand and define financial independence, education, lifestyle, and legacy goals.

Debt Management - focuses on the management of debt and types of credit to acquire financial assets, finance education costs, and expedition of short-term expenditures. Emergency funding is also covered.

Strategic Tax Planning - focuses on wealth creation through incentives in the income tax laws. SFAS is not an accounting firm. As such, any tax-related observations that SFAS may provide should be reviewed with your tax advisor before implementing them.

Asset & Income Protection - Seeks to mitigate the risk of losses to income, persons, and property by evaluating and recommending appropriate insurance coverage consistent with Client's risk management goals.

Investment Planning and Portfolio Management - is generally concerned with the ownership and maintenance of financial assets reflected on an individual's balance sheet, and the investment management of those assets.

Legacy and Wealth Transfer - focuses on understanding and defining the Client's end-of-life and transfer wishes, determining the after-tax estate, and tracking of legal documents that may be relevant in implementing the Client's estate plan. Titling and beneficiary designations are also reviewed.

Verification of Information

In performing these services, SFAS shall not be required to verify any information received from the Client or from the Client's other professionals and is expressly authorized to rely thereon.

Recommendations & Implementation

SFAS will provide strategies and recommendations for implementation of financial objectives. SFAS may recommend the services of other professionals for implementation purposes. The Client is under no obligation to engage the services of any such recommended professional. Implementation of recommendations is left entirely to the Client's discretion. Moreover, it is the Client's responsibility to promptly notify SFAS if there is ever any change in their financial situation, or investment objectives for reviewing, evaluating, or revising SFAS's previous recommendations and/or services.

FINANCIAL CONSULTING

Financial consulting services are available for any applicable topics that the Client would like reviewed. Typical topics reviewed may include but are not limited to: Financial Statements & Analysis, Financial Accumulation Goals, Debt Management, Strategic Tax Planning, Asset & Income Protection, Investment Planning and Portfolio Management.

In performing these services, SFAS shall not be required to verify any information received from the Client or from the Client's other professionals and is expressly authorized to rely thereon.

If a conflict of interest exists between the interests of SFAS and the interests of the Client, the Client is under no obligation to act upon SFAS's recommendation. Implementation of any recommendations will be at the discretion of the Client. If the Client elects to act on any of the recommendations, the Client is under no obligation to affect the transaction through SFAS. Financial consultations will be completed and delivered inside of sixty (60) days contingent upon timely delivery of all required documentation.

ERISA PLAN SERVICES

SFAS provides service to qualified retirement plans including 401(k) plans, 403(b) plans, pension and profit-sharing plans, cash balance plans, and deferred compensation plans. SFAS will act as a 3(21) advisor:

Limited Scope ERISA 3(21) Fiduciary. SFAS may serve as a limited scope ERISA 3(21) fiduciary that can advise, help and assist plan sponsors with their investment decisions. As an investment advisor SFAS has a fiduciary duty to act in the best interest of the Client. The plan sponsor is still ultimately responsible for the decisions made in their plan, though using SFAS can help the plan sponsor delegate liability by following a diligent process.

1. Fiduciary Services are:

- Provide investment advice to the Client about asset classes and investment alternatives available for the Plan in accordance with the Plan's investment policies and objectives. Client will make the final decision regarding the initial selection, retention, removal and addition of investment options. SFAS acknowledges that it is a fiduciary as defined in ERISA section 3 (21) (A) (ii).
- Assist the Client in the development of an investment policy statement ("IPS"). The IPS establishes the investment policies and objectives for the Plan. Client shall have the ultimate responsibility and authority to establish such policies and objectives and to adopt and amend the IPS.
- Provide investment advice to the Plan Sponsor with respect to the selection of a qualified default investment alternative for participants who are automatically enrolled in the Plan or who have otherwise failed to make investment elections. The Client retains the sole responsibility to provide all notices to the Plan participants required under ERISA Section 404(c) (5) and 404(a)-5.
- Assist in monitoring investment options by preparing periodic investment reports that document investment performance, consistency of fund management and conformance to the guidelines set forth in the IPS and make recommendations to maintain, remove or replace investment options.

- Meet with Client on a periodic basis to discuss the reports and the investment recommendations.

2. Non-fiduciary Services are:

- Assist in the education of Plan participants about general investment information and the investment alternatives available to them under the Plan. Client understands SFAS's assistance in education of the Plan participants shall be consistent with and within the scope of the Department of Labor's definition of investment education (Department of Labor Interpretive Bulletin 96-1). As such, SFAS is not providing fiduciary advice as defined by ERISA 3(21)(A)(ii) to the Plan participants. SFAS will not provide investment advice concerning the prudence of any investment option or combination of investment options for a particular participant or beneficiary under the Plan.
- Assist in the group enrollment meetings designed to increase retirement plan participation among the employees and investment and financial understanding by the employees.

SFAS may provide these services or, alternatively, may arrange for the Plan's other providers to offer these services, as agreed upon between SFAS and Client.

3. SFAS has no responsibility to provide services related to the following types of assets ("Excluded Assets"):

- Employer securities;
- Real estate (except for real estate funds or publicly traded REITs);
- Stock brokerage accounts or mutual fund windows;
- Participant loans;
- Non-publicly traded partnership interests;
- Other non-publicly traded securities or property (other than collective trusts and similar vehicles); or
- Other hard-to-value or illiquid securities or property.

Excluded Assets will **not** be included in calculation of Fees paid to SFAS on the ERISA Agreement. Specific services will be outlined in detail to each plan in the 408(b)2 disclosure.

Client Tailored Services and Client Imposed Restrictions

The goals and objectives for each Client are documented in our Client files. Investment strategies are created that reflect the stated goals and objectives. Clients may impose restrictions on investing in certain securities or types of securities. Agreements may not be assigned without written Client consent.

Wrap Fee Programs

SFAS does not sponsor any wrap fee programs.

Client Assets under Management

As of December 31, 2021, SFAS had approximately \$47,848,052 in assets under management on a discretionary basis.

Item 5: Fees and Compensation

Method of Compensation and Fee Schedule

ASSET MANAGEMENT - SEI Investment Management Corp

SFAS offers discretionary direct asset management services to advisory Clients through programs provided by SEI Investments Management Corp ("SIMC"). SFAS charges an annual investment advisory fee based on the total assets under management as follows:

Assets Under Management	Annual Fee	Quarterly Fee
Up to \$250,000	1.25%	0.3125%
\$250,000.01 - \$1,000,000	1.00%	0.25%
\$1,000,000.01 - \$2,000,000	0.75%	0.1875%
\$2,000,000.01 - \$4,000,000	0.50%	0.125%
\$4,000,000.01 and Over	0.10%	0.025%

SIMC's Sub-Advised Programs

SIMC's advisory fee for the Sub-Advised Program ranges from 0.18% to 1.25%. If a Client invests in a model available through the Asset Allocation Program, the Client will be charged the expense ratios of each of the Funds or ETFs included in the applicable model. These fees and expenses are paid by the Funds or ETFs but ultimately are borne by each shareholder of those holdings. SFAS receives compensation as a result of a Client's participation in SIMC's programs.

SIMC's Custodial-only Programs

For accounts held in the Custody-only Program at SIMC there is a separate platform fee of 0.09% for SFAS managed strategies per year per account capped at \$1000. The platform fee is intended to cover all services provided by SEI Private Trust Company ("SPTC") to the Client's account, inclusive of reasonable trading costs (less than 500 trades per year). The maximum platform fee for third-party assets is 0.20% per year per account capped at \$1000. Additionally, there is a "Small Account" fee of \$15, charged quarterly in arrears, for accounts under \$50,000. That fee is waived for households with more than One Million under management at SEI.

SFAS' fee will be calculated quarterly on the Client's Account balance and payable quarterly in arrears net of any income, withholding or other taxes. The SIMC Fee is calculated on average daily balances of assets in SFAS's Investor Accounts assigned for management hereunder in the various Strategies and Models and is payable quarterly in arrears net of any income, withholding or other taxes.

SFAS's annual fee is negotiable. SFAS's fee is separate from and in addition to SIMC's fee described above. SFAS's fee will be deducted by SPTC directly from the Client's account. SFAS does not have the ability to directly deduct their advisory fee from the Client account.

Lower fees for comparable services may be available from other sources. Clients may terminate their account within five (5) business days of signing the Investment Advisory Agreement with no obligation and without penalty. After the initial five (5) business days, the agreement may be terminated by SFAS with thirty (30) days written notice to Client and by the Client at any time with written notice to SFAS. For accounts opened or closed mid-billing period, fees will be prorated based on the days services are provided during the given period. All unpaid earned fees will be due to SFAS. Client shall be given thirty (30) days prior written notice of any increase in fees. Any increase in fees will be acknowledged in writing by both parties before any increase in said fees occurs.

WEALTH MANAGEMENT SERVICES

The annual fee for Wealth Management Services is calculated based on the value Investable Assets¹ at the time of the engagement, times the applicable rate from the table below, payable quarterly in advance. It is up to the SFAS advisor to determine which investible assets will be included in the scope of services provided at the time of the initial engagement. The fee remains fixed for a three-year period and may be adjusted at the end of three years and every three years thereafter based on SFAS's formula at that time. Fee re-calculation may apply to lump-sums added, but not included in the initial fee calculation during a three-year period. This could result in a higher-revised fixed fee.

With a Client's advance written permission, fees for Wealth Management Services may be partially or wholly debited from Client account(s) under SFAS' direct supervision. Any remaining fee, not debited from Client account(s), will be billed to the Client directly and payable on a quarterly basis in advance.

Investable Assets	Annual Fee	Quarterly Fee
Up to \$1,000,000 ²	1.00% ²	0.25% ²
\$1,000,001 - \$2,000,000	0.75%	0.1875%
\$2,000,001 - \$4,000,000	0.50%	0.125%
\$4,000,001 and Over	0.10%	0.025%

¹ *Investable Assets are financial assets for which the Client has control, such as: investment accounts, IRA's, employer sponsored retirement accounts, stock options, excess cash, etc. This does not include real estate or business holdings.*

² *The minimum quarterly fee is \$450 for Wealth Management Services.*

Since the fee for Wealth Management covers both Asset Management and Financial Planning Services, the gross fee will be reduced by asset management fees from Client account(s) under SFAS's direct supervision. SFAS Asset Management Services fee may cover all Wealth Management Services.

The annual fee is negotiable. Fees are billed quarterly in advance. Lower fees for comparable services may be available from other sources. Clients may terminate their account within five (5) business days of signing the Investment Advisory Agreement with no obligation and without penalty. After five (5) business days, the Client may cancel by providing written notice to SFAS and SFAS may terminate advisory services with thirty (30) days written notice to the Client. For accounts opened or closed mid-billing period, fees will be prorated based on the days services are provided during the given period. All unpaid earned fees will be due to SFAS. Additionally, all unearned fees will be refunded to the Client. Client shall be given thirty (30) days prior written notice of any increase in fees. Any increase in fees will be acknowledged in writing by both parties before any increase in said fees occurs.

FINANCIAL CONSULTING

SFAS charges an hourly fee of \$150 per hour for financial consulting. Prior to the consulting process the Client will be provided an estimated fee. Fees are billed 50% in advance with the balance due upon delivery of the requested information or recommendations. Services are completed and delivered inside of sixty (60) days contingent upon timely delivery of all required documentation. Implementation of any recommendations will be at the discretion of the Client. Client may cancel within five (5) business days of signing Agreement with no obligation and without penalty. Client cancels after five (5) business days, any unearned fees will be refunded to the Client, or any unpaid earned fees will be due to SFAS based on the hours of work expended by SFAS.

ERISA PLAN SERVICES

The annual fees are based on the market value of the Included Assets and will not exceed 1.25%. The annual fee is negotiable and may be charged as a percentage of the Included Assets. Fees may be charged quarterly or monthly in arrears or in advance based on the assets as calculated by the custodian or record keeper of the Included Assets (without adjustments for anticipated withdrawals by Plan participants or other anticipated or scheduled transfers or distribution of assets).

Additionally, depending on the size of the plan, SFAS may offer ERISA Services through an hourly consulting agreement at \$150 per hour. Hourly fees are billed directly to the Client in arrears.

If the services to be provided start any time other than the first day of a quarter or month, the fee will be prorated based on the number of days remaining in the quarter or month. If this Agreement is terminated prior to the end of the billing cycle, SFAS shall be entitled to a prorated fee based on the number of days during the fee period services were provided or Client will be due a prorated refund of fees for days services were not provided in the billing cycle.

The fee schedule, which includes compensation of SFAS for the services is described in detail in Schedule A of the ERISA Plan Agreement. The Plan is obligated to pay the fees, however the Plan Sponsor may elect to pay the fees. Client may elect to be billed directly or have fees deducted from Plan Assets. SFAS does not reasonably expect to receive any additional compensation, directly or indirectly, for its services under this Agreement. If additional compensation is received, SFAS will disclose this compensation, the services rendered, and the payer of compensation. SFAS will offset the compensation against the fees agreed upon under the Agreement.

Client Payment of Fees

Fees for asset management services are deducted from a designated Client account to facilitate billing. The Client must consent in advance to direct debiting of their investment account.

Fees for asset management services are deducted from a designated Client account to facilitate billing or they may be billed to the Client directly. The Client must consent in advance to direct debiting of their investment account.

Fees for financial consulting will be billed to the Client and paid directly to SFAS.

Fees for ERISA services will either be deducted from Plan assets or paid directly to SFAS. The Client must consent in advance to direct debiting of their investment account.

Additional Client Fees Charged

Custodians may charge transaction fees other related costs on the purchases or sales of mutual funds, equities, bonds, options and exchange-traded funds. Mutual funds, money market funds and exchange-traded funds also charge internal management fees, which are disclosed in the fund's prospectus. SFAS does not receive any compensation from these fees. All of these fees are in addition to the management fee you pay to SFAS. For more details on the brokerage practices, see Item 12 of this brochure.

Prepayment of Client Fees

SFAS does not require any prepayment of fees of more than \$500 per Client and six months or more in advance.

Wealth Management fees are billed quarterly in advance.

Fees for financial consulting are billed 50% in advance with the balance due upon delivery of the requested information or recommendations.

Fees for ERISA 3(21) services may be billed in advance.

If the Client cancels after five (5) business days, any unearned fees will be refunded to the Client, or any unpaid earned fees will be due to SFAS.

External Compensation for the Sale of Securities to Clients

SFAS does not receive any external compensation for the sale of securities to Clients, nor do any of the investment advisor representatives of SFAS.

Item 6: Performance-Based Fees and Side-by-Side Management

Sharing of Capital Gains

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

SFAS does not use a performance-based fee structure because of the conflict of interest. Performance based compensation may create an incentive for SFAS to recommend an investment that may carry a higher degree of risk to the Client.

Item 7: Types of Clients

Description

SFAS generally provides investment advice to individuals, high net worth individuals, trusts or estates. Client relationships vary in scope and length of service.

Account Minimums

SFAS requires a minimum of \$250,000 per household for asset management services. In certain instances, the minimum account size may be lowered or waived.

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

Methods of Analysis

In selecting mutual funds or ETFs (exchange traded funds) for our model portfolios, SFAS considers the fund's performance history relative to the asset class it was chosen to represent in the portfolio, the fund's investment objective and management style as explained in the prospectus, tenure, and fee structure.

In developing our model portfolios, some of our guiding principles include the Modern Portfolio Theory, Efficient Market Hypothesis and The Capital Asset Pricing Model.

Please Note: Investing in securities involves risk of loss that Clients should be prepared to bear. Past performance is not a guarantee of future returns.

The Modern Portfolio Theory ("MPT") a hypothesis put forth by Harry Markowitz in his paper "Portfolio Selection," (published in 1952 by the Journal of Finance). MPT states that an investor can construct a portfolio of multiple asset classes that will maximize returns for a given level of risk. Likewise, given a desired level of expected return, an investor can construct a portfolio with the lowest possible risk. Based on statistical measures such as covariance and correlation, an individual investment's return is less important than how the investment behaves in the context of the entire portfolio. Correlation and covariance are the degree to which multiple assets move in tandem. The risk with modern portfolio theory is that market risk is common to all securities and cannot be eliminated by diversification and allocation. The Efficient Market Hypothesis is an investment theory that states it is difficult to "beat the market" because the markets themselves do an effective job of fairly pricing securities by incorporating and reflecting all relevant information. As such, the act of attempting to beat the market through individual security selection or market timing is futile. Investing involves risk, including possible loss of principal. There is no assurance that the investment objective of any fund or investment will be achieved.

The Capital Asset Pricing Model describes the relationship between systematic risk (market risk) and expected return for assets. Systematic risk is risk associated with market movement and cannot be diversified away. In theory investors are rewarded for the systematic (market) risk taken. Non-systematic risk is tied to a specific company, sector, industry, or country that can be reduced through diversification. Investors are not rewarded for non-systematic risk. Thus, an investor has control over reducing risk through diversification. But has little control over risks associated to the market movement. These guiding theories and academic research do not guarantee investment returns, or that losses may occur.

Investment Strategy

The investment strategy for a specific Client is based upon the objectives stated by the Client during consultations. The Client may change these objectives at any time by providing written notice to SFAS. Each Client executes a Client profile form or similar form that documents their objectives and their desired investment strategy.

SFAS Model Portfolio Investment Objectives

Defensive - (Target Allocations: 10% – 30% equities, 70% – 90% fixed income).

The investment objective is to provide inflation-hedged capital preservation through a small allocation to equities, and a generous allocation to fixed income to reduce the overall market volatility in gains and losses of the portfolio. Portfolios are suitable for lower levels of current income or risk-averse investors.

Moderate Growth (Target Allocations: 40% – 60% equities, 40% – 60% fixed income).

The investment objective is total return consisting of a more balanced strategy between capital appreciation and current income. The portfolios are suitable for investors seeking a moderate level of longer-term capital appreciation or higher levels of current income. Investors should be able to tolerate moderate to higher levels of market volatility in gains and losses.

Capital Growth (Target Allocations: 70% – 90% equities, 10 – 30% fixed income).

The investment objective is to achieve long-term capital appreciation through a high allocation to equities (stocks). Investors who seek this objective view themselves as more aggressive and can withstand higher levels of market volatility in gains and losses for the potential to make higher long-term returns.

Equity (Target Allocations: 100% equities).

The investment objective is to achieve long-term capital appreciation through an exclusive allocation to equities (stocks). Investors who seek this objective view themselves as an "aggressive investor" and can withstand very high levels of market volatility in gains and losses for the potential to make higher long-term returns. A small allocation will be held in cash to expedite investment management fees.

Custom Portfolios

SFAS can provide custom solutions where a model may not be the best fit for a given investment objective.

Security Specific Material Risks

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 and should discuss these risks with SFAS:

- *Market Risk:* The prices of securities in which Clients invest may decline in response to certain events taking place around the world, including those directly involving the companies whose securities are owned by a fund; conditions affecting the general economy; overall market changes; local, regional or global political, social or economic instability; and currency, interest rate and commodity price fluctuations. Investors should have a long-term perspective and be able to tolerate potentially sharp declines in market value.
- *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.
- *Inflation Risk:* When any type of inflation is present, a dollar today will buy more than 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.
- *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.
- *Management Risk:* The advisor's investment approach may fail to produce the intended results. If the advisor's assumptions regarding the performance of a specific asset class or fund are not realized in the expected time frame, the overall performance of the Client's portfolio may suffer.
- *Equity Risk:* Equity securities tend to be more volatile than other investment choices. The value of an individual mutual fund or ETF can be more volatile than the market as a whole. This volatility affects the value of the Client's overall portfolio. Small- and mid-cap companies are subject to additional risks. Smaller companies may experience greater volatility, higher failure rates, more limited markets, product lines, financial resources, and less management experience than larger companies. Smaller companies may also have a lower trading volume, which may disproportionately affect their market price, tending to make them fall more in response to selling pressure than is the case with larger companies.
- *Fixed Income Risk:* The issuer of a fixed income security may not be able to make interest and principal payments when due. Generally, the lower the credit rating of a security, the greater the risk that the issuer will default on its obligation. If a rating agency gives a debt security a lower rating, the value of the debt security will decline because investors will demand a higher rate of return. As nominal interest rates rise, the value of fixed income securities held by a fund is likely to decrease. A nominal interest rate is the sum of a real interest rate and an expected inflation rate.
- *Investment Companies Risk:* When a Client invests in open end mutual funds or ETFs, the Client indirectly bears their proportionate share of any fees and expenses payable directly by those funds. Therefore, the Client will incur higher expenses, which may be duplicative. In addition, the Client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value or (ii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-

listed from the exchange, or the activation of market-wide “circuit breakers” (which are tied to large decreases in stock prices) halts stock trading generally. Adviser has no control over the risks taken by the underlying funds in which Client invests.

- *Foreign Securities Risk:* Funds in which Clients invest may invest in foreign securities. Foreign securities are subject to additional risks not typically associated with investments in domestic securities. These risks may include, among others, currency risk, country risks (political, diplomatic, regional conflicts, terrorism, war, social and economic instability, currency devaluations and policies that have the effect of limiting or restricting foreign investment or the movement of assets), different trading practices, less government supervision, less publicly available information, limited trading markets and greater volatility. To the extent that underlying funds invest in issuers located in emerging markets, the risk may be heightened by political changes, changes in taxation, or currency controls that could adversely affect the values of these investments. Emerging markets have been more volatile than the markets of developed countries with more mature economies.
- *Long-term purchases:* Long-term investments are those vehicles purchased with the intension of being held for more than one year. Typically, the expectation of the investment is to increase in value so that it can eventually be sold for a profit. In addition, there may be an expectation for the investment to provide income. One of the biggest risks associated with long-term investments is volatility, the fluctuations in the financial markets that can cause investments to lose value.
- *Short-term purchases:* Short-term investments are typically held for one year or less. Generally, there is not a high expectation for a return or an increase in value. Typically, short-term investments are purchased for the relatively greater degree of principal protection they are designed to provide. Short-term investment vehicles may be subject to purchasing power risk — the risk that your investment’s return will not keep up with inflation.

Item 9: Disciplinary Information Criminal or Civil Actions

SFAS and its management have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

SFAS and its management have not been involved in administrative enforcement proceedings.

Self-Regulatory Organization Enforcement Proceedings

SFAS and its management have not been involved in any self-regulatory organizational enforcement proceedings that are material to a Client’s or prospective Client’s evaluation of SFAS or the integrity of its management.

Item 10: Other Financial Industry Activities and Affiliations Broker-Dealer or Representative Registration

SFAS is not registered as a broker-dealer and no affiliated representatives of SFAS are registered representatives of a broker-dealer.

Futures or Commodity Registration

Neither SFAS nor its affiliated representatives are registered or have an application pending to register as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

Material Relationships Maintained by this Advisory Business and Conflicts of Interest

Managing Member Russell Stoeckler and investment advisor representative Adam Stoeckler have their insurance licenses. Less than 1% of their time is spent on this activity.

Both advisors use their licenses primarily in an advisory capacity and encourage clients to purchase products through another insurance agent of their choosing. Because both advisors have the capacity to sell insurance products there would be a conflict of interest because there is an incentive to recommend products based on the commission amount received.

This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the best interest of the Client first and the Clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

Recommendations or Selections of Other Investment Advisors and Conflicts of Interest

SFAS utilizes the platform through SEI Investments Management Corp ("SIMC") described in items 4 and 5 of this brochure. When utilizing the SIMC platform SFAS doesn't have an incentive to select one portfolio or program over another. SFAS charges their advisory fee on the SIMC platform and doesn't receive any additional compensation from SIMC. SFAS ensures that before selecting other advisers for the Client that the other advisers are properly licensed or registered as an investment adviser.

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

Code of Ethics Description

The affiliated persons (affiliated persons include employees and/or independent contractors) of SFAS have committed to a Code of Ethics ("Code"). The purpose of our Code is to set forth standards of conduct expected of SFAS affiliated persons and addresses conflicts that may arise. The Code defines acceptable behavior for affiliated persons of SFAS. The Code reflects SFAS and its supervised persons' responsibility to act in the best interest of their Client.

One area which the Code addresses is when affiliated persons buy or sell securities for their personal accounts and how to mitigate any conflict of interest with our Clients. We do not allow any affiliated persons to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our Clients.

SFAS's policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other affiliated person, officer or director of SFAS may recommend any transaction in a security or its derivative to advisory Clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

SFAS's Code is based on the guiding principle that the interests of the Client are our top priority. SFAS's officers, directors, advisors, and other affiliated persons have a fiduciary duty to our Clients and must diligently perform that duty to maintain the complete trust and confidence of our Clients. When a conflict arises, it is our obligation to put the Client's interests over the interests of either affiliated persons or the company.

The Code applies to "access" persons. "Access" persons are affiliated persons who have access to non-public information regarding any Clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to Clients, or who have access to such recommendations that are non-public.

SFAS will provide a copy of the Code of Ethics to any Client or prospective Client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflict of Interest

SFAS and its affiliated persons do not recommend to Clients securities in which we have a material financial interest.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

SFAS and its affiliated persons may buy or sell securities that are also held by Clients. In order to mitigate conflicts of interest such as trading ahead of Client transactions, affiliated persons are required to disclose all reportable securities transactions as well as provide SFAS with copies of their brokerage statements.

The Chief Compliance Officer of SFAS is Russell Stoeckler. He reviews all trades of the affiliated persons each quarter. The personal trading reviews ensure that the personal trading of affiliated persons does not front run or disadvantage trading for Clients.

Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest

SFAS does not have a material financial interest in any securities being recommended. However, affiliated persons may buy or sell securities at the same time they buy or sell securities for Clients. In order to mitigate conflicts of interest such as front running, affiliated persons are required to disclose all reportable securities transactions as well as provide SFAS with copies of their brokerage statements. The Chief Compliance Officer of SFAS is Russell Stoeckler. He reviews all trades of the affiliated persons each quarter. The personal trading reviews ensure that the personal trading of affiliated persons does not front run or disadvantage trading for Clients.

Item 12: Brokerage Practices

Factors Used to Select Broker-Dealers for Client Transactions

SFAS will recommend the use of a particular broker-dealer based on their duty to seek best execution for the Client, meaning they have an obligation to obtain the most favorable terms for a Client under the circumstances. The determination of what may constitute best execution and price in the execution of a securities transaction by a broker involves a number of considerations and is subjective. Factors affecting brokerage selection include the overall direct net economic result to the portfolios, the efficiency with which the transaction is affected, the ability to effect the transaction where a large block is involved, the operational facilities of the broker-dealer, the value of an ongoing relationship with such broker and the financial strength and stability of the broker. SFAS will select appropriate brokers based on a number of factors including but not limited to their relatively low transaction fees and reporting ability. SFAS relies on its broker to provide its execution services at the best prices available. Lower fees for comparable services may be available from other sources. Clients pay for any and all custodial fees in addition to the advisory fee charged by SFAS. SFAS does not receive any portion of the trading fees.

SFAS will recommend the use of SEI Private Trust Company and TD Ameritrade.

- *Research and Other Soft Dollar Benefits*

The Securities and Exchange Commission defines soft dollar practices as arrangement under which products or services other than execution services are obtained by SFAS from or through a broker-dealer in exchange for directing Client transactions to the broker-dealer. Although SFAS has no formal soft dollar arrangements, SFAS may receive products, research and/or other services from custodians or broker-dealers connected to Client transactions or "soft dollar benefits". As permitted by Section 28(e) of the Securities Exchange Act of 1934, SFAS receives economic benefits as a result of commissions generated from securities transactions by the custodian or broker-dealer from the accounts of SFAS. SFAS cannot ensure that a particular Client will benefit from soft dollars or the Client's transactions paid for the soft dollar benefits. SFAS does not seek to proportionately allocate benefits to Client accounts to any soft dollar benefits generated by the accounts.

A conflict of interest exists when SFAS receives soft dollars which could result in higher commissions charged to Clients. This conflict is mitigated by the fact that SFAS has a fiduciary responsibility to act in the best interest of its Clients and the services received are beneficial to all Clients.

- *Brokerage for Client Referrals*

SFAS does not receive Client referrals from any custodian in exchange for using that broker-dealer.

- *Directed Brokerage*

Clients who direct brokerage outside our recommendation may be unable to achieve the most favorable execution of Client transactions as Client directed brokerage may cost Clients more money. For example, in a directed brokerage account, you may pay higher brokerage commissions because we may not be able to aggregate orders to reduce transaction costs, or you may receive less favorable prices.

Aggregating Securities Transactions for Client Accounts

SFAS is authorized in its discretion to aggregate purchases and sales and other transactions made for the account with purchases and sales and transactions in the same securities for other Clients of SFAS. All Clients participating in the aggregated order shall receive an average share price with all other transaction costs shared on a pro-rated basis. If aggregation is not allowed or infeasible and individual transactions occur (e.g., withdrawal or liquidation requests, odd-lot trades, etc.) an account may potentially be assessed higher costs or less favorable prices than those where aggregation has occurred.

Item 13: Review of Accounts

Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved

Account reviews are performed annually by the Chief Compliance Officer of SFAS, Russell Stoeckler. Account reviews may be performed more frequently when market conditions dictate. Reviews of Client accounts include, but are not limited to, a review of Client documented risk tolerance, adherence to account objectives, investment time horizon, and suitability criteria, reviewing target allocations of each asset class to identify if there is an opportunity for rebalancing.

Financial plans in conjunction with the Wealth Management Services will be reviewed as contracted for at the inception of the advisory relationship. Financial planning is an ongoing process that is revised through a series of agreed upon meetings during the year. Analysis, recommendations and action plans are provided upon the conclusion of each analysis.

Financial consultations conclusive once completed. Ongoing consulting advice is limited new or small employer sponsored retirement Plans, if contracted for. Reports, suggestions, and action plans are provided upon the conclusion of the analysis. Additional reports will not typically be provided unless otherwise contracted for at the inception of the advisory relationship.

Review of Client Accounts on Non-Periodic Basis

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

Content of Client Provided Reports and Frequency

Clients receive written account statements no less than quarterly for managed accounts. Account statements are issued by the Client's custodian. Client receives confirmations of each transaction in account from custodian and an additional statement during any month in which a transaction occurs.

Item 14: Client Referrals and Other Compensation

Economic Benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest

SFAS does not receive any economic benefits from external sources.

Advisory Firm Payments for Client Referrals

SFAS may enter into agreements with individuals and organizations, which may be affiliated or unaffiliated with SFAS, that refer Clients to SFAS in exchange for compensation. All such agreements will be in writing and comply with the requirements of Federal or State regulation. If a Client is introduced to SFAS by a solicitor, SFAS may pay that solicitor a fee. While the specific terms of each agreement may differ, generally, the compensation will be based upon SFAS's engagement of new Clients and is calculated using a varying percentage of the fees paid to SFAS by such Clients. Any such fee shall be paid solely from SFAS's investment management fee and shall not result in any additional charge to the Client.

Each prospective Client who is referred to SFAS under such an arrangement will receive a copy of this brochure and a separate written disclosure document disclosing the nature of the relationship between the solicitor and SFAS and the amount of compensation that will be paid by SFAS to the solicitor. The solicitor is required to obtain the Client's signature acknowledging receipt of SFAS's disclosure brochure and the solicitor's written disclosure statement.

**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. Clients are urged to carefully compare the account statements received directly from their custodians to any documentation or reports prepared by SFAS.

SFAS is deemed to have limited custody solely because advisory fees are directly deducted from Client's accounts by the custodian on behalf of SFAS.

If SFAS is authorized or permitted to deduct fees directly from the account by the custodian:

- SFAS will provide the Client with an invoice concurrent to instructing the custodian to deduct the fee stating the amount of the fee, the formula used to calculate the fee, the amount of assets under management the fee is based on and the time period covered by the fee;
- SFAS will obtain written authorization signed by the Client allowing the fees to be deducted; and
- The Client will receive quarterly statements directly from the custodian which disclose the fees deducted.

**Item 16: Investment Discretion
Discretionary Authority for Trading**

SFAS requires discretionary authority to manage securities accounts on behalf of Clients. SFAS 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.

Client will authorize SFAS limited discretionary authority to execute selected investment program transactions as stated within the Investment Advisory Agreement.

SFAS allows Clients to place certain restrictions, as outlined in the Client's Investment Policy Statement or similar document. These restrictions must be provided to SFAS in writing.

The Client approves the custodian to be used and the commission rates paid to the custodian. SFAS does not receive any portion of the transaction fees or commissions paid by the Client to the custodian.

**Item 17: Voting Client Securities
Proxy Votes**

SFAS does not vote proxies on securities. Clients are expected to vote their own proxies. The Client will receive their proxies directly from the custodian of their account or from a transfer agent.

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

If the Client requires assistance or has questions, they can reach out to the investment advisor representatives of the firm at the contact information on the cover page of this document.

**Item 18: Financial Information
Balance Sheet**

A balance sheet is not required to be provided to Clients because SFAS does not serve as a custodian for Client funds or securities and SFAS does not require prepayment of fees of more than \$500 per Client and six months or more in advance.

**Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet
Commitments to Clients**

SFAS has no condition that is reasonably likely to impair our ability to meet contractual commitments to our Clients.

Bankruptcy Petitions during the Past Ten Years

SFAS has not had any bankruptcy petitions in the last ten years.

**Item 19: Requirements for State Registered Advisors
Principal Executive Officers and Management Persons**

The education and business background for all management and supervised persons can be found in the Part 2B of this Brochure.

Outside Business Activities

The outside business activities for all management and supervised persons can be found in the Part 2B of this Brochure.

Performance Based Fee Description

Neither SFAS nor its management receive performance based fees. Please see Item 6 of the ADV 2A for more information.

**Disclosure of Material Facts Related to Arbitration or Disciplinary Actions Involving
Management Persons**

Neither SFAS nor its management have been involved in any of the following:

1. An award or otherwise been found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - An investment or an investment-related business or activity;
 - Fraud, false statement(s) or omissions;
 - Theft, embezzlement or other wrongful taking of property;
 - Bribery, forgery, counterfeiting, or extortion;
 - Dishonest, unfair or unethical practices.
2. An award or otherwise been found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - An investment or an investment-related business or activity;
 - Fraud, false statement(s) or omissions;
 - Theft, embezzlement or other wrongful taking of property;
 - Bribery, forgery, counterfeiting, or extortion;
 - Dishonest, unfair or unethical practices.

**Material Relationship Maintained by this Advisory Business or Management persons with
Issuers of Securities**

There are no material relationships with issuers of securities to disclose.

Item 1 Cover Page
SUPERVISED PERSON BROCHURE
FORM ADV PART 2B

Russell D. Stoeckler, CLU®, CHFC®



STOECKLER FINANCIAL ADVISORY SERVICES LLC

Office Address:

12545 West Burleigh Road, Suite 4
Brookfield, WI 53005

Tel: 262-797-8188

Fax: 262-797-0394

Email: russ@stoecklerfinancial.com

www.stoecklerfinancial.com

This brochure supplement provides information about Russell Stoeckler and supplements the Stoeckler Financial Advisory Services LLC brochure. You should have received a copy of that brochure. Please contact Russell Stoeckler if you did not receive the brochure or if you have any questions about the contents of this supplement.

**ADDITIONAL INFORMATION ABOUT RUSSELL STOECKLER (CRD #2478564) IS
AVAILABLE ON THE SEC'S WEBSITE AT WWW.ADVISERINFO.SEC.GOV.**

Brochure Supplement (Part 2B of Form ADV) Supervised Person Brochure

Principal Executive Officer – Russell Stoeckler

- Year of birth: 1958
-

Item 2 - Educational Background and Business Experience

Educational Background:

- Carrol College; majoring in business with emphasis of Finance; attended 2004 - 2009

Business Experience:

- Stoeckler Financial Advisory Services LLC; Managing Member/Investment Advisor Representative/CCO; 06/2007 – Present
- Annex Wealth Management, LLC; Investment Advisor Representative; 09/2005 – 09/2007
- SII Investments, Inc.; Registered Representative; 08/1996 – 08/2007

Professional Certifications

The CLU[®] designation is granted by The American College after successfully completing the program which requires the candidate to complete 5 required college level courses including Fundamentals of Insurance Planning, Individual Life Insurance, Life Insurance Law, Fundamentals of Estate Planning, Planning for Business Owners and Professionals; 3 elective courses; complete three years of full-time business experience.

The ChFC[®] designation is granted by The American College after successfully completing the program which requires the candidate to complete 7 required college level courses including: Financial Planning, Process and Environment, Fundamentals of Insurance Planning, Income Taxation, Planning for Retirement Needs, Investments, Fundamentals of Estate Planning and Financial Planning Applications; 2 elective courses; complete three years of full-time business experience; agree to comply with The American College Code of Ethics and Procedures; and complete on-going continuing education requirements.

Item 3 - Disciplinary Information

Russell Stoeckler **has never been** involved in a criminal or civil action in a domestic, foreign or military court of competent jurisdiction for which he:

- Was convicted of, or pled guilty or nolo contendere (“no contest”) to (a) any felony; (b) misdemeanor that involved investments or an investment-related business, fraud, false statement or omissions, wrongful taking of property, bribery, perjury, counterfeiting, or extortion; or (c) a conspiracy to commit any of these offenses;
- Is the named subject of a pending criminal proceeding that involves an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses;
- Was found to have been involved in a violation of an investment-related statute or regulation; or
- Was the subject of any order, judgement or decree permanently or temporarily enjoining, or otherwise limiting, him from engaging in any investment related activity, or from violating any investment-related statute, rule, or order.

Russell Stoeckler **has never** had an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which he:

- Was found to have caused an investment-related business to lose its authorization to do business; or the subject of an order by the agency or authority;
- Was found to have been involved in a violation of an investment-related statute or regulation or was the subject of an order by the agency or authority
(a) denying, suspending or revoking the authorization of the supervised person to act in an investment-related business; (b) barring or suspending his association with an investment-

related business; (c) otherwise significantly limiting his investment-related activities; or (d) imposing a civil money penalty of more than \$2,500 on him.

Russell Stoeckler **has never been** the subject of a self-regulatory organization (SRO) proceeding in which he:

- Was found to have caused an investment-related business to lose its authorization to do business; or
- Was found to have been involved in a violation of the SRO's rules and was: (a) barred or suspended from membership or from association with other members, or was expelled from membership; (b) otherwise significantly limited from investment-related activities; or (c) fined more than \$2,500.

Russell Stoeckler **has not been** involved in any other hearing or formal adjudication in which a professional attainment, designation, or license of the supervised person was revoked or suspended because of a violation of rules relating to professional conduct.

Item 4 - Other Business Activities

Russell Stoeckler has his insurance licenses. Less than 1% of his time is spent on this activity.

Mr. Stoeckler uses his licenses primarily in an advisory capacity and encourages clients to purchase products through another insurance agent of their choosing. Because Mr. Stoeckler has the capacity to sell insurance products there would be a conflict of interest because there is an incentive to recommend products based on the commission amount received.

This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the best interest of the Client first and the Clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

Item 5 - Additional Compensation

Russell Stoeckler does not receive any performance-based fees and does not receive any additional compensation for performing advisory services other than what is described in Item 5 of Part 2A.

Item 6 - Supervision

Russell Stoeckler is the Chief Compliance Officer of SFAS. He is responsible for all supervision, formulation and monitoring of investment advice offered to Clients. He will adhere to the policies and procedures as described in the firm's Compliance Manual. He can be reached at russ@stoecklerfinancial.com or 262-797-8188.

Item 7 - Requirements for State-Registered Advisors

Russell Stoeckler **has not been** involved in any of the following:

- An award or otherwise been found liable in an arbitration claim alleging damages in excess of \$2,500 involving any of the following:
 - An investment or an investment-related business or activity;
 - Fraud, false statement(s) or omissions;
 - Theft, embezzlement or other wrongful taking of property;
 - Bribery, forgery, counterfeiting, or extortion;
 - Dishonest, unfair or unethical practices.
- An award or otherwise been found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - An investment or an investment-related business or activity;
 - Fraud, false statement(s) or omissions;
 - Theft, embezzlement or other wrongful taking of property;
 - Bribery, forgery, counterfeiting, or extortion;
 - Dishonest, unfair or unethical practices.

Russell Stoeckler **has never been** the subject of a bankruptcy petition

Item 1 Cover Page
SUPERVISED PERSON BROCHURE
FORM ADV PART 2B

Adam R. Stoeckler, CFP®



STOECKLER FINANCIAL ADVISORY SERVICES LLC

Office Address:

12545 West Burleigh Road, Suite 4
Brookfield, WI 53005

Tel: 262-797-8188

Fax: 262-797-0394

Email: adam@stoecklerfinancial.com

www.stoecklerfinancial.com

This brochure supplement provides information about Adam Stoeckler and supplements the Stoeckler Financial Advisory Services LLC brochure. You should have received a copy of that brochure. Please contact Adam Stoeckler if you did not receive the brochure or if you have any questions about the contents of this supplement.

**ADDITIONAL INFORMATION ABOUT ADAM STOECKLER (CRD #5841666) IS AVAILABLE
ON THE SEC'S WEBSITE AT WWW.ADVISERINFO.SEC.GOV.**

Brochure Supplement (Part 2B of Form ADV) Supervised Person Brochure

Supervised Person – Adam Stoeckler

- Year of birth: 1988

Item 2 - Educational Background and Business Experience

Educational Background:

- University of Wisconsin-Milwaukee; BS – Finance; 2010

Business Experience:

- Stoeckler Financial Advisory Services LLC; Investment Advisor Representative; 09/2010 – Present

Professional Certifications

The CFP® certification is granted by Certified Financial Planners Board of Standards, Inc. The certification is voluntary; 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, administered in 10 hours over a two-day period, 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 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.

Individual 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:

- 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
- 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 interest 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.

Item 3 - Disciplinary Information

Adam Stoeckler **has never been** involved in a criminal or civil action in a domestic, foreign or military court of competent jurisdiction for which he:

- Was convicted of, or pled guilty or nolo contendere ("no contest") to (a) any felony; (b) misdemeanor that involved investments or an investment-related business, fraud, false statement or omissions, wrongful taking of property, bribery, perjury, counterfeiting, or extortion; or (c) a conspiracy to commit any of these offenses;
- Is the named subject of a pending criminal proceeding that involves an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses;
- Was found to have been involved in a violation of an investment-related statute or regulation; or
- Was the subject of any order, judgement or decree permanently or temporarily enjoining, or otherwise limiting, him from engaging in any investment related activity, or from violating any investment-related statute, rule, or order.

Adam Stoeckler **has never** had an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which he:

- Was found to have caused an investment-related business to lose its authorization to do business; or the subject of an order by the agency or authority;
- Was found to have been involved in a violation of an investment-related statute or regulation or was the subject of an order by the agency or authority (a) denying, suspending or revoking the authorization of the supervised person to act in an investment-related business; (b) barring or suspending him association with an investment-related business; (c) otherwise significantly limiting his investment-related activities; or (d) imposing a civil money penalty of more than \$2,500 on him.

Adam Stoeckler **has never been** the subject of a self-regulatory organization (SRO) proceeding in which he:

- Was found to have caused an investment-related business to lose its authorization to do business; or
- Was found to have been involved in a violation of the SRO's rules and was: (a) barred or suspended from membership or from association with other members, or was expelled from membership; (b) otherwise significantly limited from investment-related activities; or (c) fined more than \$2,500.

Adam Stoeckler **has not been** involved in any other hearing or formal adjudication in which a professional attainment, designation, or license of the supervised person was revoked or suspended because of a violation of rules relating to professional conduct.

Item 4 - Other Business Activities

Adam Stoeckler has his insurance licenses. Less than 1% of his time is spent on this activity.

Mr. Stoeckler uses his licenses primarily in an advisory capacity and encourages clients to purchase products through another insurance agent of their choosing. Because Mr. Stoeckler has the capacity to sell insurance products there would be a conflict of interest because there is an incentive to recommend products based on the commission amount received.

This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the best interest of the Client first and the Clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

Item 5 - Additional Compensation

Adam Stoeckler does not receive any performance-based fees and does not receive any additional compensation for performing advisory services other than what is described in Item 5 of Part 2A.

Item 6 - Supervision

Russell Stoeckler is the Chief Compliance Officer of SFAS. Russell Stoeckler reviews Mr. Stoeckler's work through Client account reviews and quarterly personal transaction reports, as well as face-to-face and phone interactions. Russell Stoeckler can be reached at russ@stoecklerfinancial.com or 262-797-8188.

Item 7 - Requirements for State-Registered Advisors

Adam Stoeckler **has not been** involved in any of the following:

- An award or otherwise been found liable in an arbitration claim alleging damages in excess of \$2,500 involving any of the following:
 - An investment or an investment-related business or activity;
 - Fraud, false statement(s) or omissions;
 - Theft, embezzlement or other wrongful taking of property;
 - Bribery, forgery, counterfeiting, or extortion;
 - Dishonest, unfair or unethical practices.
- An award or otherwise been found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - An investment or an investment-related business or activity;
 - Fraud, false statement(s) or omissions;
 - Theft, embezzlement or other wrongful taking of property;
 - Bribery, forgery, counterfeiting, or extortion;
 - Dishonest, unfair or unethical practices.

Adam Stoeckler **has never been** the subject of a bankruptcy petition.