



Brochure Supplement ADV Part 2B
March 31, 2012

This brochure supplement provides information about Jeff Lehrer that supplements the Northland Asset Management brochure. You should have received a copy of that brochure. Please contact Chuck Cochran, Assistant Sales Manager (612-851-4962), if you did not receive Northland Asset Management's brochure or if you have any questions about the contents of this supplement.

Jeffrey Christopher Lehrer

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Milwaukee, WI 53226
414-727-2229

Education: University of Wisconsin – Whitewater BBA
College of Financial Planning – Denver CFP

"CFP" stands for Certified Financial Planner and falls under the jurisdiction of the [Certified Financial Planning Board of Standards](#). The CFP mark is arguably one of the hardest designations to earn within the financial planning and investment professions, requiring completion of an approved education program, passing a comprehensive exam, and three years professional experience.

Year of Birth: 1974

Business Background: Mr. Lehrer has over 14 years of experience in the financial services industry. He specializes in providing wealth management services and strategies to high net worth individuals, families and small businesses. Prior to joining Northland's Private Client Group he was a founding member of Cleary Gull Holdings Inc. where he was Vice President of Financial Services. He also held positions as Trust Operations Supervisor and Senior Audit & Compliance Analyst with Marshall & Ilsley Trust Company.

Past Five Years Employment:

Northland Securities Vice President Investments 09/2009 to Present
Cleary Gull 04/2002 to 06/2009

Disciplinary Information: <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/>

No disciplinary items for this Investment Advisor Representative.

Other Business Activity: Mr. Lehrer does not have other business activity. Mr. Lehrer does receive compensation as a registered representative of Northland Securities, Inc.

Additional Compensation: Mr. Lehrer does not receive any compensation for advisory services in addition to client fees.

Supervision: All accounts handled by Northland Asset Management are under ongoing supervision. When a client opens an account, a supervisor reviews the new account forms, including the investment objectives and risk parameters of the account. Actimize, an electronic system, is used to monitor trades for suitability and to monitor accounts for changes in value. On a daily basis, account activity is reviewed as part of the general review of trades at the firm. On a quarterly basis a supervisor reviews the performance reports for accounts. Clients who have questions about their accounts are invited to call Linda Knutson, Director of Advisory Services, at 612-851-5992; Chuck Cochran, Assistant Sales Manager at 612-851-4962 or James Carlson, Branch Manager at 414-908-0412.

Requirements for State-Registered Advisers – Event Disclosure

No events to disclose.

Northland Securities, Inc. does investment advisory business as Northland Asset Management.

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Member FINRA/SIPC

