



Brochure Supplement ADV Part 2B
March 31, 2012

This brochure supplement provides information about Richard Reynolds 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.

Richard J. Reynolds

45 South 7th Street, Suite 2000
Minneapolis, MN 55402
612-851-5900

Education: B.A. and Masters in Special Education

Year of Birth: 1947

Business Background:

Rick Reynolds is a founder and Executive Vice President of Northland Securities. With over 25 years of experience, Mr. Reynolds is Manager of Northland Securities Financial Services Department with a special emphasis on providing tax efficient products and strategies for individual clients. In addition to tax-exempt municipal bonds Northland's clients benefit from Mr. Reynold's experience with a full array of financial services products such as: mutual funds, tax-deferred annuities, REITs, and life insurance products. His primary focus is to coordinate asset ownership and beneficiary designations with clients' qualified tax and legal advisors to implement wealth accumulation, retirement planning, business continuation, executive bonus plans and family estate planning.

Past Five Years Employment:

Northland Securities Executive Vice President, Financial Products 09/2002 to Present

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

There is one item to disclose for this Investment Advisor Representative. If you are unable to access the website, please call 612-851-5992.

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

Additional Compensation: Rick does not receive compensation for advisory activity other than from 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.

Requirements for State-Registered Advisers – Event Disclosure

No items to disclose.

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

Northland Securities, Inc. 45 South 7th Street, Suite 2000, Minneapolis, MN 55402
(800) 851-2920 or (612) 851-5900
Member FINRA/SIPC

