



NORTHLAND

ASSET MANAGEMENT

Brochure Supplement ADV Part 2B
March 31, 2012

This brochure supplement provides information about Jim 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.

James Robert Reynolds

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

Education:

Year of Birth: 1977

Licenses: Series 7, MN Insurance, Series 63 and Series 65

Business Background:

Jim Reynolds is a Registered Investment Advisor and company shareholder at Northland Securities. He has over seven years of industry experience. Jim joined Northland Securities in October 2002. Jim works closely with retail clients to provide them with strong investment options to match their specific needs.

Past Five Years Employment:

Northland Securities Investment Executive 09/2002 to Present

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

No disciplinary items for this Investment Advisor Representative. If you are unable to access the website, please call 612-851-5992.

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

Additional Compensation: Jim does not currently 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.

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

