

Item 1 - Cover Page

SCHEDULE 2.B – BROCHURE SUPPLEMENT

William R. Herf

March 3, 2012

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This brochure supplement provides information about William R. Herf that supplements the B.C. Ziegler and Company (“BCZ”) brochure. You should have received a copy of that brochure. Please contact James M. Bushman if you did not receive BCZ’s brochure or if you have any questions about the contents of this supplement.

Additional information about William R. Herf is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Mr. Herf was born in 1975. He serves as a Financial Advisor and Branch Manager for Ziegler Wealth Management's (ZWM) Scottsdale, Arizona location. He earned a Bachelor degree in Economics with honors from Regis University in Denver, Colorado. A Certified Financial Planner (CFP®), Mr. Herf joined ZWM in 2002 as a Financial Advisor, and in 2007 also assumed the responsibilities of Branch Officer Manager. Mr. Herf is a member of the Circle of Excellence, an honor that recognizes top Financial Advisors within ZWM.

Item 3 - Disciplinary Information

Mr. Herf does not have material disciplinary information to disclose. He has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been found liable in an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been found liable in a self-regulatory proceeding.

Item 4 - Other Business Activities

Mr. Herf is not actively engaged in any other business activities.

Item 5 - Additional Compensation

Mr. Herf may receive compensation in the form of commissions from the sale of investments in his capacity as a registered representative. Mr. Herf may also receive compensation from insurance sales. Mr. Herf does not receive any additional economic benefit from third parties for providing advisory services other than noted above.

Item 6 - Supervision

Mr. Herf is supervised by Christopher Zelesnick, Head of Ziegler Wealth Management located in Chicago, Illinois. Chris's contact information is czelesnick@ziegler.com or 312-596-1681. Additionally, centralized oversight of Mr. Herf activities is performed by supervisory staff personnel who are independent of the sales team.

Mr. Herf regularly reviews the accounts for which he provides investment advisory services to monitor suitability of recommendations and compliance with regulatory and internal procedures.