

This brochure supplement provides information about Jeff L. Elsing that supplements the Cherry Investment Advisors, Ltd. brochure. You should have received a copy of that brochure.

Please contact Jeff L. Elsing, IAR if you did not receive the Cherry Investment Advisors, Ltd. brochure or if you have any questions about the contents of this supplement.

*Additional information about Jeff L. Elsing is also available on the SEC's website at
www.adviserinfo.sec.gov.*



Cherry Investment Advisors, Ltd.
Form ADV Part 2B – Individual Disclosure Brochure for

Jeff L. Elsing
Investment Adviser Representative

Cherry Investment Advisors, Ltd.
4654 Timber View Dr.
Waterloo, IL 62298
(972) 450-6000
jeff.elsing@cherryfp.com

Item 2: Educational Background and Business Experience

Name: Jeff L. Elsing

Born: 1968x

Education Background and Professional Designations

Education:

1991 SIUE B.S. Finance

Business Background:

2/2012 – Present IAR Cherry Investment Advisors

10/2009 – Present Regional Director Cherry Financial Partners

7/2004 – 9/2009 American Home Builders

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Jeff L. Elsing is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Other than standard compensation, annual bonuses, regular bonuses, Jeff L. Elsing does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Cherry Investment Advisors, Ltd.

Item 6: Supervision

As a representative of Cherry Investment Advisors, Ltd., Jeff L. Elsing works closely with his supervisor, the President and or Chief Compliance Officer of Cherry Investment Advisors, Ltd. to receive regular training on appropriate advice and recommendations provided to clients. Jeff L. Elsing contact information is on the cover page of this disclosure document.