

**Form ADV Part 2B – Brochure Supplement  
Item 1: Cover Page  
January 2014**

**Eric E. Simms, AAMS**

**Gradient Capital Advisors, LLC  
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[www.gradientcapital.com](http://www.gradientcapital.com)**

**Firm Contact:  
Timothy A. Sagawa  
Chief Compliance Officer**

**This brochure supplement provides information about Eric E. Simms that supplements our brochure. You should have received a copy of that brochure. Please contact Timothy A. Sagawa, Chief Compliance Officer, if you did not receive Gradient Capital Advisors, LLC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Eric E. Simms is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Item 2: Educational Background & Business Experience

**Eric E. Simms**

**Year of Birth:** 1971

### **Educational Background:**

- 1993; Point Loma Nazarene University; San Diego, CA; Business Administration

### **Business Background:**

- 01/2014 – Present      Gradient Capital Advisors, LLC;  
Senior Partner and Director of Wealth Management
- 04/1996 – 01/2014      Ameriprise Financial Services, Inc.; Financial Advisor

### **Exams, Licenses & Other Professional Designations:**

- 03/2001 – AAMS® - Accredited Asset Management Specialist
- 02/1996 – California Insurance License
- 03/1995 – Series 63
- 03/1995 – Series 7

### **AAMS® - Accredited Asset Management Specialist:**

The College for Financial Planning® awards the ACCREDITED ASSET MANAGEMENT SPECIALISTS AND AAMS® designation to students who successfully complete the program, pass the final examination and comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.

Continued use of the AAMS® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the AAMS® designation by completing 16 hours of continuing education and reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct.

## Item 3: Disciplinary Information<sup>1</sup>

If there are legal or disciplinary events material to your evaluation of Mr. Simms, we are required to disclose all material facts regarding those events.

There are no legal or disciplinary events material to your evaluation of Mr. Simms.

<sup>1</sup> Note: Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving Mr. Simms to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Mr. Simms to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

#### Item 4: Other Business Activities

A. If Mr. Simms is actively engaged in any investment-related business or occupation, including if Mr. Simms is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Mr. Simms' other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

Mr. Simms is a licensed insurance agent. He may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation he may earn and may not necessarily be in the best interests of the client.

2. If Mr. Simms receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service ("trail") fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation Mr. Simms receives. We must explain that this practice gives Mr. Simms an incentive to recommend investment products based on the compensation received, rather than on your needs.

We have nothing to disclose in this regard.

B. If Mr. Simms is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of Mr. Simms' income or involve a substantial amount of Mr. Simms' time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Mr. Simms' time and income, we may presume that they are not substantial.

We have nothing to disclose in this regard.

#### Item 5: Additional Compensation

If someone who is not a client provides an economic benefit to Mr. Simms for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Mr. Simms' regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

We have nothing to disclose in this regard.

### **Item 6: Supervision**

We are required to explain how we supervise Mr. Simms, including how we monitor the advice Mr. Simms provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Mr. Simms' advisory activities on behalf of our firm.

Timothy A. Sagawa, Chief Compliance Officer of Gradient Capital Advisors, LLC, supervises and monitors Mr. Simms' activities on a regular basis. Mr. Sagawa reviews all outgoing correspondence for written financial advice that Mr. Simms provides to his clients. Please contact Mr. Sagawa if you have any questions about Mr. Simms' brochure supplement at (619) 255-0700.