



**April 12, 2018**

This brochure provides information about the qualifications and business practices of Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company. If you have any questions about the contents of this brochure, please contact us at 515-225-6000 or [www.onlyworkforyou.com](http://www.onlyworkforyou.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Syverson Strege & Company is a registered investment adviser doing business as Sherpa Investment Management, a division of Syverson Strege & Company. Registration of an investment adviser does not imply any level of skill or training.

Additional information about Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Syverson Strege & Company's CRD number is 109228.

Item 2: ***Summary of Material Changes***

There have been material changes to the Form ADV Part 2 and 2b filed on the IARD system January 19, 2017 as follows:

Johnne Syverson has reduced his ownership interest in Values Based Holding Corporation that wholly owns Syverson Strege & Company. David Strege has increased his ownership of Values Based Holding Corporation.

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#### **ITEM 4 Advisory Business**

**Syverson Strege & Company** ("Adviser") has been registered as an investment adviser since 1997 and is operating as Sherpa Investment Management, a division of Syverson Strege & Company since 2011. The Adviser is 100% owned by Values Based Holding Company and David Strege is the majority owner of that entity. As an Adviser, we are a fiduciary and are required to act in a client's best interest at all times. What you'll quickly discover when you are working with Syverson Strege & Company is we only work for you. To us that means you should only pay for the work performed, not the investment vehicles used in your investment portfolio. Unlike most financial firms, we don't accept commissions because we feel it is profoundly important to provide you with unbiased and objective investment advice based on your financial goals. We believe this philosophy helps ensure we only work for you.

The Adviser has two affiliates, Charitable Giving Resource Center (CGRC) and Transition Point Business Advisors (TPBA). Each of those entities provides separate and distinct service that does not involve investment advice. However, all employees of all three entities are located in the same office space and each entity is a subsidiary of Values Based Holding Corporation.

#### **ADVISORY SERVICES**

##### ***Financial Planning Services***

Financial Planning services help individuals and families identify, clarify and act upon their financial and life goals. Our four-step process integrates sound financial planning principles with some very valuable additional offerings.

After our initial discussions with you, we'll start with a Discovery Report. This report identifies gaps between your current and desired wealth structure and clarifies your values and personal planning preferences.

The second step of our process delivers additional benefits that may include centralized data collection of all your important financial documents; integrated financial planning recommendations; and portfolio analysis and design.

In step three, we'll walk you through the implementation of our recommendations and the thinking behind these strategies.

Finally, we'll manage the results and keep you informed. We'll do this by providing portfolio performance reports, tracking financial information needed for your taxes and doing on-going planning. We will also act as your advocate with your other Advisers.

##### ***Asset Management Services***

Syverson Strege & Company Advisers will help you clarify your investment goals and objectives and provide the following services:

- Analysis of your current holdings
- Asset allocation study
- Provide recommendations for current and future investments based on your Investment Policy Statement ("IPS")
- Assist with the implementation of the recommendations and opening of new investment account(s)
- Quarterly review of accounts and re-balance assets as needed within the portfolio
- Provide quarterly reporting of investment accounts

Quarterly performance reports will be provided on each portfolio account with a value of at least \$50,000. An Investment Policy Statement will be completed for each client to detail the specific financial needs, the goals, and any restrictions on investing in certain securities or types of securities. Each client with over \$500,000 under our management will also receive an annual Investment Review.

Asset management services for publicly traded securities utilize TD Ameritrade (See Item 10) and may be done in an institutional mutual fund platform or, if you choose, separate account management. These are billed monthly in arrears as a percent of assets under management.

Adviser is the investment adviser to the Dechomai Foundation, Inc. dba National Gift Annuity Foundation ("NGAF"). Adviser earns a fee for its services based on the assets under management for NGAF. NGAF, as part of its services, offers charitable gift annuities on behalf of other charitable non-profit entities that are affiliated with NGAF pursuant to one or more Charitable Gift Annuity Programs ("CGAPs"). NGAF has an agreement with Charitable Giving Resource Center (CGRC) as the marketer, administrator, accountant, and consultant for NGAF for each CGAP under the NGAF program. CGRC earns a fee for its services based on the assets under management of each CGAP under the NGAF program. A conflict of interest exists as Adviser and CGRC are affiliates. To address the conflict of interest, CGRC has contracted with an unaffiliated third party to perform the administrator services which includes payment of all fees related to NGAF and its CGAPs.

### ***Types of Investments***

Syverson Strege & Company Advisers may also provide you with investment advice on:

- ETFs (exchange-traded funds)
- REITs (real estate investment trusts)
- Insurance products (including annuities, life insurance, and private placement insurance)
- Commodity funds of ETNs
- Alternative investments
- Index funds
- Index annuities
- 529 college savings plans

*Note: This may not be an all-inclusive list.*

### ***General Information***

Your Adviser may provide all Financial Planning and Asset Management Services on a discretionary or nondiscretionary basis. Discretion means the Adviser may engage in trading activity within your account(s) without receiving prior authorization from you for each trade. You authorize this discretion once you sign the Agreement for Professional Services. At any time you can revoke the discretion by submitting a written request to your Adviser. In most cases, discretion will be utilized. As of December 31, 2017, all of the Adviser's clients are managed on a discretionary basis that totals \$451,453,000. As a client, you will always receive confirmations and statements showing all trading activity in the account(s).

### ***Integrated Financial Planning***

An Integrated Financial Plan may consist of the following components:

- 1) Retirement planning
- 2) Estate planning
- 3) Tax and cash flow planning
- 4) Investment planning
- 5) Risk management planning
- 6) Charitable planning
- 7) Education funding

Your Adviser provides the following as part of an Integrated Financial Planning service:

- Analysis of your current financial situation
- An asset allocation study
- Design of an integrated plan
- Coordination and integration of the recommendations with your other professional counselors
- Quarterly reporting
- Annual reviews of your current situation

## **ITEM 5 Current Fees and Compensation**

### **Fees and Compensation Schedule**

#### **1<sup>st</sup> Year Fees **with** Assets Under Management**

SERVICE LEVEL	FINANCIAL PLANNING FEE	MINIMUM AUM	MINIMUM AUA
Bronze	\$2,500	\$250,000	\$500,000
Silver	\$5,000	\$500,000	\$1M
Gold	\$10,000	\$1M	\$2M

#### **Subsequent Year fees with Assets under Management**

SERVICE LEVEL	FINANCIAL PLANNING FEE	MINIMUM AUM	MINIMUM AUA
Bronze	\$1,200	\$250,000	\$500,000
Silver	\$3,600	\$500,000	\$1M
Gold	\$7,200	\$1M	\$2M

#### **Asset Management Fee**

Amount under management	
\$0-\$1,000,000	1.00%
\$1,000,001 - \$2,000,000	0.80%
\$2,000,001 - \$5,000,000	0.60%
\$5,000,001 - \$10,000,000	0.50%
\$10,000,001+	0.40%

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#### **1<sup>st</sup> Year Fees **without** Assets Under Management**

SERVICE LEVEL	FINANCIAL PLANNING FEE
Bronze	\$5,000
Silver	\$10,000
Gold	\$20,000

#### **Subsequent Year fees **without** Assets under Management**

SERVICE LEVEL	FINANCIAL PLANNING FEE
Bronze	\$2,400
Silver	\$6,000
Gold	\$12,000

**Investment Management Only**

(REQUIRED MINIMUM OF \$300,000 ASSETS UNDER MANAGEMENT)

Includes the following:

- 1) Design of Investment Policy Statement
- 2) Selection of appropriate asset allocation
- 3) Manager selection and ongoing monitoring
- 4) Quarterly performance statements
- 5) Statements of activity (quarterly or monthly, as desired)
- 6) Annual meeting with portfolio review

Amount under management, each tier is charged its respective rate

\$0 - \$1,000,000	1.00% of assets managed
\$1,000,001 - \$2,000,000	0.80% of assets managed
\$2,000,001 to \$5,000,000	0.60% of assets managed
\$5,000,001 - \$10,000,000	0.50% of assets managed
\$10,000,001 and above	0.40% of assets managed

**Assets Under Advisement (AUA) Services**

(REQUIRED MINIMUM OF \$300,000 ASSETS UNDER MANAGEMENT)

We will look at your personal financial situation, including your objectives and risk tolerance, to determine the most appropriate asset allocation. This allocation may be altered based upon changes in your situation or in the risks and valuation levels we forecast for each asset class. When we believe the market is unfairly valued, we make pro-active recommendations to adjust your portfolio accordingly.

We review all choices available to you on your investment platform and recommend specific funds or managers. On a quarterly basis we will review your managers to ensure that are still an appropriate choice, and we will make recommended changes when necessary.

You will receive a quarterly performance report so you have a clear picture of your portfolio's return.

**Hourly Consulting**

Your Adviser will provide financial advice as requested, based on the objectives, constraints and other information you provided. These services will be invoiced at an hourly rate of up to \$250 and will be invoiced after the service is provided. At the time of engagement, a deposit of up to 50% may be required with the balance due upon delivery of the requested services. There is no account minimum for this service. The hourly rate may vary depending on the complexity of your financial situation and the services provided.

## ***Fee Structure that applies to some previous clients***

### ***Fees and Compensation***

#### ***Financial Planning & Asset Management Fee Schedule***

##### **1st Year\***

NET WEALTH	FINANCIAL PLANNING FEE	+	ASSET MANAGEMENT FEE
\$0 - \$1,000,000	0.60% of net wealth		0.70% of assets managed
\$1,000,001 - \$3,000,000	0.40% of net wealth		0.40% of assets managed
\$3,000,001 - \$10,000,000	0.25% of net wealth		0.20% of assets managed
\$10,000,001 and above	0.12% of net wealth		0.10% of assets managed

\*MINIMUM FEE FOR THE FIRST YEAR FINANCIAL PLANNING IS \$5,000.

##### **SUBSEQUENT YEARS\***

NET WEALTH	FINANCIAL PLANNING FEE	+	ASSET MANAGEMENT FEE
\$0 - \$1,000,000	0.30% of net wealth		0.70% of assets managed
\$1,000,001 - \$3,000,000	0.15% of net wealth		0.40% of assets managed
\$3,000,001 - \$10,000,000	0.10% of net wealth		0.20% of assets managed
\$10,000,001 and above	0.05% of net wealth		0.10% of assets managed

\*MINIMUM FEE FOR SUBSEQUENT FINANCIAL PLANNING IS \$1,500.

Net wealth is defined as all personal assets (less liabilities) plus assets not directly owned by the client, but controlled by the client or for the benefit of the client. A deposit of up to 80% may be required at the time of engagement for Financial Planning. The balance will be billed following the initial plan presentation.

All asset management services for publicly traded securities are billed monthly in arrears as a percent of assets under management. All asset management services for non-publicly traded investments are billed annually in arrears as a percent of assets under management. All account minimums and fees may be waived at Adviser's discretion and may be negotiable. (See charts for details.)

Advice offered may involve investments in mutual funds. Clients are hereby advised that all fees paid for asset management services are separate and distinct from the fees and expenses charged by mutual funds to their shareholders. These fees are described in each mutual fund's prospectus. Clients whose assets are invested in the shares of mutual funds pay with a direct management fee to the investment adviser and an indirect management fee to the mutual fund. A subadviser is currently used to manage some clients' assets. The subadviser relationship fees are similar to the mutual fund fee relationship previously described.

#### ***Minimum Maintenance***

After the first contract year, a Client may renew for Financial Planning at a reduced fee for reduced services. Under a Minimum Maintenance engagement, the Client will receive only quarterly asset and liability reports. Any other financial planning services and advice will be provided at the Adviser's hourly rate. The fee for Minimum Maintenance services is a percentage of the client's net wealth.\* (See item 5 for how net wealth is calculated.)

Our clients have the option to stay on Minimum Maintenance for a period of four years. In the fifth year, Syverson Stregre and Company offers three options for services, their options are outlined below:

- Option 1 – Convert to Full Comprehensive Financial Planning for at least one year
- Option 2 – Stay on Minimum Maintenance and have the IM fee go to the 1.0% tier
- Option 3 – Remove Minimum Maintenance, remain an Investment only client with the fee to go to the 1.0% tier



NET WEALTH	MINIMUM MAINTENANCE FEE	+	ASSET MANAGEMENT FEE
\$0 - \$1,000,000	0.05% of net wealth		0.70% of assets managed
\$1,000,001 - \$3,000,000	0.05% of net wealth		0.40% of assets managed
\$3,000,001 - \$10,000,000	0.05% of net wealth		0.20% of assets managed
\$10,000,001 and above	0.05% of net wealth		0.10% of assets managed
*MINIMUM FEE FOR ALL TYPES OF ACCOUNTS IS \$500.00.			

**All account minimums and fees may be waived at Adviser's discretion and may be negotiable.**

### ***Investment Management***

(REQUIRED MINIMUM OF \$300,000 ASSETS UNDER MANAGEMENT)

Includes the following:

- 1) Design of Investment Policy Statement
- 2) Selection of appropriate asset allocation
- 3) Manager selection and ongoing monitoring
- 4) Quarterly performance statements
- 5) Statements of activity (quarterly or monthly, as desired)
- 6) Annual meeting with portfolio review

\$0 - \$1,000,000 1.0% of assets managed  
 \$1,000,001 - \$3,000,000 0.6% of assets managed  
 \$3,000,001 to \$10,000,000 0.275% of assets managed  
 \$10,000,001 and above 0.1375% of assets managed

### ***Hourly Consulting***

Your Adviser will provide financial advice as requested, based on the objectives, constraints and other information you provided. These services will be invoiced at an hourly rate of up to \$250 and will be invoiced after the service is provided. At the time of engagement, a deposit of up to 50% may be required with the balance due upon delivery of the requested services. There is no account minimum for this service. The hourly rate may vary depending on the complexity of your financial situation and the services provided.

### ***Financial Education For Executives (FEE)***

<b>Des Moines Golden Circle Area</b>	<b>\$10,000</b>
<b>Outside of Des Moines and Golden Circle</b>	<b>\$15,000</b>

### ***General Information***

Your Adviser initiates no trading activity for Integrated Financial Plans, Non-Managed Portfolio Performance Reporting, Special Projects or Hourly Consulting Projects thus no discretion is exercised.

**All fees and account minimums may be waived or negotiated at the Adviser's choice.**

### ***Payment of Fees and Brokerage Costs***

Fees may be directly deducted from your account(s) or you may be invoiced for services. You may select either payment method. As indicated above, some financial planning and other project fees are collected in advance while all asset management services for publicly traded securities are billed monthly in arrears as a percent of assets under management. See the above charts for details.

Clients may incur custodian fees, brokerage and other transaction costs. (See Brokerage Practices Page 10) Advice offered may involve investments in mutual funds. Clients are hereby advised that all fees paid for asset management services are separate and distinct from the fees and expenses charged by mutual funds to their shareholders. These fees are described in each mutual fund's prospectus. Clients whose assets are invested in the shares of mutual funds pay with a direct management fee to the investment adviser and an indirect management fee to the mutual fund. A subadviser is currently used to manage some clients' assets. The subadviser relationship fees are similar to the mutual fund fee relationship previously described. Clients have the option to implement the recommended asset allocation by purchasing investment products through other brokers or agents that are not affiliated with the adviser.

In the unlikely event that a billing error or discrepancy occurs, the client will be notified and the adviser will first try to put the refund back into the account from which the fee payment occurred. If they are unable to do this, they'll send the client a check.

Any Adviser created trade errors that result in a net loss to client accounts will be debited against Adviser's Error Account and the client made whole. Any Adviser created trade errors that result in a net gain will be donated to a charity of Adviser's choice, the Values Based Holding Corporation Foundation Fund.

Syverson Strege & Company advisers typically use no load funds. Each adviser strives to use funds that do not have transaction fees to purchase or sell shares of the fund. At times, no load funds may be used that do require transaction fees to buy or sell shares in the fund.

**No Syverson Strege & Company employee accepts compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.** Our fee-based approach eliminates all sales commissions and ensures our guidance is always focused on the client's best interest, not ours. That has always been and will always be the way we help our clients.

#### ***ITEM 6 Performance-Based Fees and Side-By-Side Management***

Syverson Strege & Company advisers do not receive any Performance-Based fees.

#### ***ITEM 7 Types of Clients***

Our advisers manage individual accounts, trusts, and estates. For asset management services, quarterly performance reports will be provided on each portfolio account with a value of at least \$50,000. Account minimums and fees may be negotiable at Adviser's choice.

#### ***ITEM 8 Methods of Analysis, Investment Strategies, and Risk of Loss***

You personalized investment strategies and recommendations may be based upon consideration of any of the following:

- Current income needs
- Need for inflation protection
- Loss of principal balance
- Volatility of income
- Liquidity requirements
- Time horizon
- Tax considerations
- Legal requirements
- Unique needs and consideration

Additionally, your adviser may use historical quantitative data on selected assets to determine probable risk and reward factors based on your objectives and constraints. In developing your financial plan, Syverson Strege & Company may create a computerized portfolio model to assist in asset selection and performance analysis of varying relationships between asset classes.

All security investments involve a risk of loss. We cannot stress enough that you need to realize that actual performance will vary from return potential and volatility presented. Use of alternative and private investments normally causes lack of liquidity. The performance of any particular investment vehicle is dependent on the management strategy of the selected investment company. You should review the mutual fund prospectus or private placement memorandum for the specific risks related to each fund that is held in your account.

#### ***ITEM 9 Disciplinary Information***

There are no legal or disciplinary events that are related to the Adviser's business or the integrity of their management.

**ITEM 10 Other Financial Industry Activities and Affiliations**

No Syverson Strege & Company employee has a pending application to register as a registered representative, an associated person of a futures commission merchant, a commodity pool operator, or a commodity trading adviser. Additionally, no adviser has a pending application to register as a broker-dealer, a futures commission merchant, a commodity pool operator, or a commodity trading adviser.

**ITEM 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

At any time, you or prospective clients may contact us to request a copy of the Adviser Code of Ethics.

Adviser and its related persons may also own securities that they may offer or sell to their clients as well. In addition, any related person(s) may have an interest or a position in a certain security(ies) which may also be recommended to a client.

It is the expressed policy of Syverson Strege & Company that persons employed by our organization are expected to purchase or sell a security for their personal accounts only after trading of that same security has been completed in client accounts. There is no conflict of interest as the securities are widely held and publicly traded.

As these situations reflect a conflict of interest, Adviser has established the following restrictions in order to ensure its fiduciary responsibilities:

- An officer or employee of Syverson Strege & Company shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No person or employee of Adviser shall prefer his or her own interest to that of the advisory client.
- Our organization maintains a list of all securities holdings for itself, and anyone associated with this advisory practice. An appropriate officer of Syverson Strege & Company reviews these holdings on a regular basis.
- We emphasize the unrestricted right of our clients to decline implementing any advice rendered.
- All of our employees are required to act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.

Any employee not in observance of the above may be subject to termination.

**ITEM 12 Brokerage Practices**

Syverson Strege & Company may determine which investment managers are to manage the accounts within an outside manager's selection. We'll chose these managers based on our client's investment objectives and risk tolerance.

Adviser recommends that clients establish brokerage accounts with TD Ameritrade Institutional (through the TD Ameritrade Institutional Program), a division of TD Ameritrade, Inc. ("TD Ameritrade") member FINRA/SIPC. TD Ameritrade is an independent and unaffiliated SEC-registered broker-dealer. TD Ameritrade offers to independent investment advisers services which include custody of securities, trade execution, clearance and settlement of transactions. Adviser may receive some benefits from TD Ameritrade through its participation in the program. (Please see the disclosure under Item 14). TD Ameritrade and/or Advisory Representatives may receive benefits such as assistance with conferences and educational meetings from product sponsors.

Adviser believes that TD Ameritrade provides the best services at the most reasonable transaction rates possible. The reasonableness of transaction rates is based on several factors, including the broker's ability to provide professional services, competitive transaction rates, volume discounts, execution price negotiations, the broker's reputation, experience and financial stability of the broker or dealer, and the quality of service rendered by the broker or dealer in other transactions.

Best execution is not measured solely by reference to transaction rates. Paying a broker a higher transaction rate than another broker might charge is permissible if the difference in cost is reasonably justified by the quality of the brokerage services offered.

Certain no-load mutual funds may impose a transaction fee with respect to purchases made through a broker/dealer like TD Ameritrade that clients would not have to pay if they dealt directly with that no-load fund. However, the advantages of a consolidated account with centralized bookkeeping and reporting, direct access to funds with a single telephone call, as well as less expensive transaction rates on individual stocks and bonds than those available through a full-service broker far outweigh the small transaction fees. It may be the case that the recommended broker charges a higher fee for a particular type of service, such as transaction rates. Clients that elect the services of broker/dealers other than those recommended may be subject to additional service fees imposed by Adviser at its discretion and also may not be able to participate in aggregate trading practices.

Clients primarily grant Adviser discretionary authority over the selection of and amounts of securities to be bought and/or sold for their account without obtaining their prior consent or approval from the client. (See Item 4 Advisory Business) The trading authority will allow Adviser to take advantage of time-sensitive market conditions in securities, which are consistent with the client's prior stated investment objectives. However, Adviser's investment authority may be subject to specified investment objectives, guidelines, and/or conditions imposed by the client. For example, a client may specify that the investment in any particular stock or industry should not exceed specified percentages of the value of the portfolio and/or restrictions or prohibitions of transactions in the securities of a specific industry. Adviser does not participate in initial public offerings.

### **Brokerage for Client Referrals**

Typically, clients are referred to TD Ameritrade and Adviser does not receive referrals from TD Ameritrade.

### **Directed Brokerage**

A client may direct Adviser use a specific broker; however, the broker may not wish to establish a new relationship with Adviser.

Adviser participates in TD Ameritrade's institutional customer program and Adviser may recommend TD Ameritrade to Clients for custody and brokerage services. There is no direct link between Adviser's participation in the program and the investment advice it gives to its clients, although Adviser receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving adviser participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Adviser by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by Adviser's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit Adviser but may not directly benefit its client accounts. These products or services may assist Adviser in managing and administering client accounts, including accounts not maintained at TD Ameritrade.

Other services made available by TD Ameritrade are intended to help Adviser manage and further develop its business enterprise. The benefits received by Adviser or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, Adviser endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by Adviser or its related persons in and of itself creates a potential conflict of interest and may indirectly influence Adviser's choice of TD Ameritrade for custody and brokerage services.

While Adviser and its associated persons endeavor at all times to put the interests of the clients first as part of their fiduciary duty, clients should be aware that the receipt of additional compensation creates a potential conflict of interest as described in beginning of this section, Item 12 Brokerage Practices and Item 14 Other Compensation.

### **Aggregation of Orders**

Adviser may aggregate orders with respect to a security if such aggregation is consistent with achieving best execution for the various client accounts. When orders are aggregated, each participating account will receive the average share price for all transactions in a particular security effected to fill such orders on a given business day. Transaction costs will generally be allocated upon each account's participation in the transaction. Specific allocations may be chosen based upon an account's existing positions in securities, the cash availability of one or more particular accounts, a partial fill of the aggregated trade, tax reasons, or the required minimum trade lot sizes for foreign securities.

If it is not possible to aggregate a trade, a client may receive a different price on a security transaction and may not be able to purchase or sell the same quantity of a security. In addition, clients that elect the services of broker/dealers other than those recommended may not be able to participate in aggregate trading practices.

Your adviser does not select individual stocks or bonds to buy or sell.

### **ITEM 13 Review of Accounts**

Annual Planning Sessions analyze a client's complete financial plan. Client information is updated and new recommendations are made as required. These reviews are conducted according to instructions outlined by a Financial Planner. Written reports may vary by client and by the services selected, but will include a listing of all assets and liabilities. Asset/liability analysis reports will be sent quarterly.

For Financial Planning clients with portfolios of \$500,000 or more investment reviews are held annually. A Financial Planner conducts investment reviews at least annually and they can be done more often if the client desires. Currently, there is no limit to the number of clients they serve. At least quarterly, activity reports and performance reports are sent to advisory service clients.

The Investment Committee reviews all accounts and re-balances assets as needed within the portfolio at least every quarter. The Investment Committee currently includes: Jason Gunkel, Lance Gunkel, Matt Roberts, and David Strege. The Investment Committee meets monthly and reviews economic and market data, mutual fund and manager performance, and allocation analysis to determine whether any changes are required in client portfolios. To assist the Investment Committee, rebalancing triggers have been established with a third-party provider to occur as needed in the month following the end of a quarter.

### **ITEM 14 Client Referrals and Other Compensation** **Other Compensation**

As disclosed under Item 12, above, Adviser participates in TD Ameritrade's institutional customer program and Adviser may recommend TD Ameritrade to Clients for custody and brokerage services. There is no direct link between Adviser's participation in the program and the investment advice it gives to its Clients, although Adviser receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Adviser participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to Client accounts); the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Adviser by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by Adviser's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit Adviser but may not benefit its Client accounts. These products or services may assist Adviser in managing and administering Client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help Adviser manage and further develop its business enterprise. The benefits received by Adviser or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, Adviser endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by Adviser or its related persons

in and of itself creates a potential conflict of interest and may indirectly influence Adviser's choice of TD Ameritrade for custody and brokerage services.

Adviser may receive access to product research, services, technology and other educational information to help it operate efficiently, grow its business and deliver exceptional service to clients. Custodians or other investment companies may provide some or all of these services. No client is charged for these services and the information received may be used to benefit all clients of Adviser.

Adviser understands and acknowledges that at all times it owes a fiduciary duty to clients to obtain best execution for their transactions. Adviser believes the relationships with these companies help them to execute securities transactions for clients in such a manner that the client's total cost in each transaction is as favorable as possible under prevailing market conditions.

Clients may pay higher account maintenance or trading fees than what is available at other firms.

#### **Client Referrals**

Adviser may pay Funeral Services of Iowa, Inc. ("FSI") or other various trade associations 10% of Adviser's first year fees, received annually for their endorsement and referral of members to the Adviser that subsequently become a client. Every year that the Client renews the financial planning contract, the referring party will receive 10% of the investment consulting fees received by the Adviser for members on a quarterly basis. This fee paid to FSI causes no variance in the fees charged to any client.

Iowa Funeral Directors ("IFDA") members or prospective members receive an initial consultation at no charge and a 10% discount for the IFDA member's first year planning fee. Adviser requires the IFDA member to sign a referral disclosure form acknowledging the revenue sharing agreement with FSI and the following activities with IFDA and its members. On occasion, Adviser will submit an article for publication in Communiqué, the IFDA bimonthly newsletter, pay for advertising space in Communiqué, reserve a booth at the IFDA hosted annual convention, and make presentations during the IFDA annual convention which may include a cost to the Adviser for these activities.

Adviser paid NAPFA, an industry membership association, a fee to have their website listed on NAPFA's website. This fee was a one-time only fee and was not dependent on the number of referrals received as a result of the listing. On-going membership in NAPFA is required.

**ITEM 15 Custody**

Your Adviser does **not** have physical custody of any client funds. Adviser does send account statements to its clients and urges its clients to compare the account statements they receive from the qualified custodian with those that they receive from the adviser. Clients may have standing letters of authorization on their accounts. The Firm has reviewed those relationships and determined that they meet the IAA no action letter seven conditions and do not trigger the surprise custody audit.

**ITEM 16 Investment Discretion**

The Adviser may provide all Financial Planning and Asset Management Services on a discretionary or nondiscretionary basis. Discretion means the Adviser may enter the trading activity within the Client's account(s) without receiving prior authorization for each trade. This discretion is authorized by the Client in writing (upon signing the Agreement for Professional Services) and may be revoked at any time by submitting a written request to the Adviser. In most cases, discretion will be utilized by the adviser to rebalance a portfolio back to the allocation established by the Investment Policy Statement. Clients are notified with a default disclosure of broader allocation changes that will occur automatically unless the client elects out of the investment change by the notification date established in the communication sent to the client.

**ITEM 17 Voting Client Securities**

Adviser votes proxies for its clients, which includes any class actions, and the appropriate records are maintained. In all cases, Adviser votes in the best interests of its clients. For more details on the proxy voting policies of Syverson Strege & Company and information regarding a specific vote, please contact our office at 515-225-6000.

The Adviser's default election is to vote all proxies for its clients. The client can at any time choose to elect out of this proxy voting service and vote their proxies. The adviser has automated its proxy voting by utilizing a proxy voting company with established proxy voting guidelines. The proxy voting guidelines are always available upon client request. A client can choose to vote on one particular proxy issue by notifying the adviser in writing that they want to opt out of the automated proxy voting service on that issue. Any conflict of interest with the client with respect to voting their securities will need to be sent in writing to Adviser 30 days in advance of the proxy due date.

**ITEM 18 Financial Information**

While clients may pay a financial planning deposit of more than \$1,200, the work is normally completed and the initial financial planning presentation occurs within six months. Adviser does not have any adverse financial information to disclose.

**Privacy Policy Notice**

At Syverson Strege & Company we respect your personal financial privacy. We realize that you have entrusted us with private personal financial information and it is important to us that you know our policy concerning what we do with that information. These policies apply to our current and former clients.

We collect personal financial information about you from the following sources:

- Information you provide us in paper form which include tax returns, legal documents, insurance policies, employee benefits, investment advisory agreements, brokerage account applications, and other documents you complete in connection with the opening and maintenance of your accounts with us; and
- Information you provide us orally; and
- Information we receive from third parties, such as brokerage firms, about your transactions with us or with others.

This personal information includes such things as your name, Social Security number, address and telephone numbers, net worth, annual income and account numbers. We do not disclose any nonpublic personal financial information about you to any nonaffiliated third parties, except in the following circumstances:

- When required to execute transactions for your account or otherwise to provide services you have requested; or
- When you have specifically authorized us to do so in writing; or
- When permitted or required by law.

Within our firm, we restrict access to your personal financial information to the employees who need to know that information to provide services to you. To ensure security and confidentiality, we maintain physical, electronic, and procedural safeguards to protect your privacy including off-site backups of our computer information in a secure environment; anti-virus protection software; and password protected access to customer information. These policies apply to customers of Syverson Strege & Company in its role as a registered investment advisory firm. Information about our customers may be shared with its regulators, its broker/dealer (if applicable), the CFP Board of Standards (if applicable), and the Financial Planning Association (if applicable and only in conjunction with a possible Code of Ethics violation).

For additional information, please contact our Chief Compliance Officer, David Strege at:

Syverson Strege & Company  
4125 Westown Parkway, Suite 104  
West Des Moines, IA 50266  
515-225-6000 • [dstrege@onlyworkforyou.com](mailto:dstrege@onlyworkforyou.com)





**Johnne D. Syverson**  
**CRD number 1022800**  
**February 22, 2018**

This brochure supplement provides information about Johnne D. Syverson that supplements the Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company brochure. You should have received a copy of that brochure. Please contact David G. Strege, Chief Compliance Officer, at 515-225-6000 or [www.onlyworkforyou.com](http://www.onlyworkforyou.com) if you did not receive Syverson Strege & Company's and Sherpa Investment Management, a division of Syverson Strege & Company brochure or if you have any questions about the contents of this supplement.

Additional information about Johnne D. Syverson also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 Educational Background and Experience**

**Johnne D. Syverson, CFP®, AEP, CAP**

Born: 1948

### **Education:**

- The American College Bryn Mawr, PA, Chartered Life Underwriter (CLU®) 1973; Chartered Financial Consultant (ChFC®) 1983; MS Financial Services 1988; Chartered Advisor in Philanthropy (CAP) 2005
- Certified Financial Planner (CFP®) Certified Financial Planner Board of Standards, 1992
- Accredited Estate Planner (AEP), 1995

### **Employment:**

- Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company  
Senior Financial Planner, (10/1997 – present)  
President, (10/1997-10/2017)
- Values Based Holding Corporation  
Board Member, (01/2010 – present)  
Chairman, (10/2997-01/2017)  
President, (04/2015 – 12/2017)

In order to achieve and maintain certification, CFP® professionals must: 1) pass the comprehensive CFP® Certification Examination, 2) pass the CFP Board's Fitness Standards for Candidates and Registrants, 3) agree to abide by CFP Board's Code of Ethics and Professional Responsibility and Rules of Conduct which put clients' interests first, 4) comply with the Financial Planning Practice Standards which spell out what clients should be able to reasonably expect from the financial planning engagement, and 5) complete 30 hours of continuing education (including 2 hours of approved Ethics CE) every two years. - See more at: <http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements#sthash.qwXJz3yF.dpuf>.

The Accredited Estate Planner® (AEP®) designation is a graduate level specialization in estate planning, obtained in addition to already recognized professional credentials within the various disciplines of estate planning. It is awarded by the National Association of Estate Planners and Councils (NAEPC) to recognize estate planning professionals who meet stringent requirements of experience, knowledge, education, professional reputation, and character.

An ACCREDITED ESTATE PLANNER® applicant must meet ALL of the following requirements as established by the National Association of Estate Planners & Councils:

1. Credential requirement. To be eligible to be considered for the AEP® designation, the applicant must provide documentation of being licensed to practice law as an Attorney (JD) or to practice as a Certified Public Accountant (CPA), or of being currently designated as a Chartered Life Underwriter® (CLU®), Chartered Financial Consultant® (ChFC®), Certified Financial Planner (CFP®), or Certified Trust & Financial Advisor (CTFA), in any jurisdiction of the United States of America.
2. Professional discipline engaged in estate planning requirement. The applicant must be presently and significantly engaged in "estate planning activities" as an attorney, an accountant, an insurance professional and financial planner, or a trust officer. Estate planning encompasses the accumulation, conservation, preservation, and transfer of an estate through planning and implementation of an estate plan. The overall purpose of the estate planning process is to develop a plan that will maintain the financial security of individuals and their families. Estate planning has come to include lifetime planning that leads to conservation and transfer of assets. Estate planning should also facilitate the intended and orderly transfer of property at death, taking into consideration the family unit and the potential costs of different methods.

To apply for the CAP® designation, the applicant must certify in writing that, for at least three of the five years immediately preceding this application, they have been:

- Actively involved in advising individuals or charitable organizations in any of the following areas: wealth and estate planning, financial planning, charitable planning, charitable giving, planned giving, nonprofit or

- foundation management or services, investment management of charitable trusts, fund or endowments, or accounting for nonprofit organizations as part of your regular practice or employment or
- Employed in the nonprofit sector in a capacity related to nonprofit management, development, planned giving or fund raising.

The CAP® program consists of three courses. Each is designed for self-study, leading to an objective exam in a local exam center. In addition, weekly webinars are offered to bring CAP® students into conversation with each other about how the material can be used to help clients, donors, and communities.

In applying for the CAP® designation, you also must subscribe to ethical standards, embodied by the American College Code of Ethics and Procedures (which includes the Professional Pledge and eight Canons) and additional ethical codes. In addition to complying with these standards, you also must certify in writing that you meet professional codes, canons of ethics, or standards of practice of licenses or professional designations already earned AND have adopted at least one of the following codes of ethics or standards of practice applicable to fund raisers and charitable planners:

- The Code of Ethical Principles and Standards of Professional Practice of the Association of Fundraising Professionals (AFP)
- The model Standards of Practice for the Charitable Gift Planner adopted by the National Committee on Planned Giving (NCPG) and the American Council on Gift Annuities (ACGA).

The certificant must also subscribe in writing to the provisions of the Donor Bill of Rights originally promulgated by the American Association of Fundraising Counsel (AAFRC), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the AFP. Copies of these standards are provided to applicants as part of the application process.

### ***ITEM 3 Disciplinary Information***

There are no legal or disciplinary events that are related to the above listed supervised person.

### ***ITEM 4 Other Business Activities***

The above listed supervised person does not have a pending application to register as a registered representative, an associated person of a futures commission merchant, a commodity pool operator, or a commodity trading adviser.

### ***ITEM 5 Additional Compensation***

None.

### ***ITEM 6 Supervision***

The Board of Directors reviews Johnne D. Syverson's performance at least annually.

David G. Strege, Chief Compliance Officer, is responsible for monitoring the activities of the Adviser's supervised persons. Mr. Strege's telephone number is 515-225-6000. The Investment Committee reviews all accounts and re-balances assets as needed within the portfolio at least every quarter. The Investment Committee currently includes: Jason Gunkel, Lance Gunkel, Matt Roberts, and David Strege. The Investment Committee meets monthly and reviews economic and market data, mutual fund and manager performance, and allocation analysis to determine whether any changes are required in client portfolios. To assist the Investment Committee, rebalancing triggers have been established with a third-party provider to occur as needed in the month following the end of a quarter. Mr. Strege, or his designee, reviews all written client performance materials and newsletters prior to use. All Adviser employees receive Adviser's Investment Adviser Supervisory Manual and Code of Ethics and are asked to annually certify to their understanding of the material. Most meetings with clients are in conjunction with another professional staff member who helps prepare the meeting materials and captures meeting notes in the client file.



**David G. Strege**  
**CRD number 1045849**  
**February 22, 2018**

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Additional information about David G. Strege also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 Educational Background and Business Experience**

**David G. Strege, CFA, CFP®**

Born: 1958

### **Education:**

- Drake University Des Moines, IA, BS BA, 1981
- Certified Financial Planner (CFP®) Certified Financial Planner Board of Standards, 1982
- Institute of Chartered Financial Analysts, Chartered Financial Analyst (CFA), 1987
- Qualified Kingdom Advisor, 2017

### **Employment:**

- Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company
- Chief Compliance Officer, (10/1997 – present)
- Senior Financial Planner, (10/1997 – present)
- Values Based Holding Corporation,  
President, (01/2018 - present)  
Chairman, (01/2017- present)  
Secretary, (04/2015-Present)

Mr. Strege earned the Chartered Financial Analyst (CFA) designation in 1987. The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals. There are currently more than 90,000 CFA charterholders working in 135 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

### **High Ethical Standards**

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

### **Global Recognition**

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders—often making the charter a prerequisite for employment. Additionally, regulatory bodies in 19 countries recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

### **Comprehensive and Current Knowledge**

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession. To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org).

In order to achieve and maintain certification, CFP® professionals must: 1) pass the comprehensive CFP® Certification Examination, 2) pass the CFP Board's Fitness Standards for Candidates and Registrants, 3) agree to abide by CFP Board's Code of Ethics and Professional Responsibility and Rules of Conduct which put clients' interests first, 4) comply with the Financial Planning Practice Standards which spell out what clients should be able to reasonably expect from the financial planning engagement, and 5) complete 30 hours of continuing education (including 2 hours of approved Ethics CE) every two years. - See more at: <http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements#sthash.qwXJz3yF.dpuf>.

**A Qualified Kingdom Advisor™** is a disciple of Christ who has committed to be a person of character who, from a biblical worldview, serves clients with biblical financial advice in order to properly steward the resources entrusted to them. There are five areas of qualification and five disciplines that require certain professional designations. Mr. Strege meets the Financial Planner discipline per the discipline requirements.

#### Financial Planner

Qualifying Designations: CFP®, ChFC, CPA/PFS or at least ten years of full-time experience practicing with clients in this discipline.

Description: A Financial Planner seeks to help people use God-given resources to accomplish God-given goals by implementing a comprehensive financial plan that includes the six-step process as outlined by the Certified Financial Planning Board of Standards, Inc.

For more information, go to <https://kingdomadvisors.org> to learn more about the Qualified Kingdom Advisor designation.

#### **ITEM 3 Disciplinary Information**

There are no legal or disciplinary events that are related to the above listed supervised person.

#### **ITEM 4 Other Business Activities**

The above listed supervised person does not have a pending application to register as a registered representative, an associated person of a futures commission merchant, a commodity pool operator, or a commodity trading adviser.

#### **ITEM 5 Additional Compensation**

None.

#### **ITEM 6 Supervision**

The Board of Directors reviews David G. Strege's performance at least annually.

David G. Strege, Chief Compliance Officer, is responsible for monitoring the activities of the Adviser's supervised persons. Mr. Strege's telephone number is 515-225-6000. The Investment Committee reviews all accounts and re-balances assets as needed within the portfolio at least every quarter. The Investment Committee currently includes: Jason Gunkel, Lance Gunkel, Matt Roberts, and David Strege. The Investment Committee meets monthly and reviews economic and market data, mutual fund and manager performance, and allocation analysis to determine whether any changes are required in client portfolios. To assist the Investment Committee, rebalancing triggers have been established with a third-party provider to occur as needed in the month following the end of a quarter. Mr. Strege, or his designee, reviews all written client performance materials and newsletters prior to use. All Adviser employees receive Adviser's Investment Adviser Supervisory Manual and Code of Ethics and are asked to annually certify to their understanding of the material. Most meetings with clients are in conjunction with another professional staff member who helps prepare the meeting materials and captures meeting notes in the client file.



**Lance D. Gunkel**  
**CRD number 4231652**  
**February 22, 2018**

This brochure supplement provides information about Lance D. Gunkel that supplements the Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company brochure. You should have received a copy of that brochure. Please contact David G. Strege, Chief Compliance Officer, at 515-225-6000 or [www.onlyworkforyou.com](http://www.onlyworkforyou.com) if you did not receive Syverson Strege & Company's and Sherpa Investment Management, a division of Syverson Strege & Company brochure or if you have any questions about the contents of this supplement.

Additional information about Lance D. Gunkel also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 Educational Background and Business Experience**

**Lance D. Gunkel, CFA, CFP®**

Born: 1978

### **Education:**

- Drake University Des Moines, IA, BS Business Administration, 2001
- University of Iowa, Iowa City, IA, MBA 2007
- Chartered Financial Analyst Institute, Chartered Financial Analyst (CFA), 2004
- Certified Financial Planner (CFP®) Certified Financial Planner Board of Standards, 2005

### **Employment:**

- Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company  
Chief Investment Officer, Investment Management (10/2009 – present)  
Senior Financial Analyst, (10/2003 – 10/2009)
- Values Based Holding Corporation  
Treasurer, (04/2015-Present)

Mr. Gunkel earned the Chartered Financial Analyst (CFA) designation in 2004. The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals. There are currently more than 90,000 CFA charterholders working in 135 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

### **High Ethical Standards**

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

### **Global Recognition**

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders—often making the charter a prerequisite for employment. Additionally, regulatory bodies in 19 countries recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

### **Comprehensive and Current Knowledge**

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession. To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org).

In order to achieve and maintain certification, CFP® professionals must: 1) pass the comprehensive CFP® Certification Examination, 2) pass the CFP Board's Fitness Standards for Candidates and Registrants, 3) agree to abide by CFP



Board's Code of Ethics and Professional Responsibility and Rules of Conduct which put clients' interests first, 4) comply with the Financial Planning Practice Standards which spell out what clients should be able to reasonably expect from the financial planning engagement, and 5) complete 30 hours of continuing education (including 2 hours of approved Ethics CE) every two years. - See more at: <http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements#sthash.qwXJz3yF.dpuf>.

***ITEM 3 Disciplinary Information***

There are no legal or disciplinary events that are related to the above listed supervised person.

***ITEM 4 Other Business Activities***

The above listed supervised person does not have a pending application to register as a registered representative, an associated person of a futures commission merchant, a commodity pool operator, or a commodity trading adviser.

***ITEM 5 Additional Compensation***

None.

***ITEM 6 Supervision***

The Board of Directors reviews the performance of Lance D. Gunkel at least annually.

David G. Strege, Chief Compliance Officer, is responsible for monitoring the activities of the Adviser's supervised persons. Mr. Strege's telephone number is 515-225-6000. The Investment Committee reviews all accounts and re-balances assets as needed within the portfolio at least every quarter. The Investment Committee currently includes: Jason Gunkel, Lance Gunkel, Matt Roberts, and David Strege. The Investment Committee meets monthly and reviews economic and market data, mutual fund and manager performance, and allocation analysis to determine whether any changes are required in client portfolios. To assist the Investment Committee, rebalancing triggers have been established with a third-party provider to occur as needed in the month following the end of a quarter. Mr. Strege, or his designee, reviews all written client performance materials and newsletters prior to use. All Adviser employees receive Adviser's Investment Adviser Supervisory Manual and Code of Ethics and are asked to annually certify to their understanding of the material. Most meetings with clients are in conjunction with another professional staff member who helps prepare the meeting materials and captures meeting notes in the client file.



**Jason Gunkel**  
**CRD number 6300116**  
**February 22, 2018**

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Additional information about Jason Gunkel also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 Educational Background and Business Experience**

**Jason Gunkel, CFA, CFP®, CAP**

Born: 1981

### **Education:**

- Drake University, Des Moines, IA, BS BA, 2004
- Florida State University Financial Planning Program, Tallahassee, FL, Certified Financial Planner (CFP®) Certified Financial Planner Board of Standards, 2009
- Chartered Financial Analyst Institute, Chartered Financial Analyst (CFA), 2006
- Chartered Advisor in Philanthropy (CAP) 2011

### **Employment:**

- Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company Financial Planner, (01/2016 – present)  
Senior Financial Analyst, (01/2004 – 06/2007), (04/2008 – 01/2016)
- Principal Global Investors, Portfolio Manager Assistant, (06/2007 – 04/2008)

Mr. Gunkel earned the Chartered Financial Analyst (CFA) designation in 2006. The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals. There are currently more than 90,000 CFA charterholders working in 135 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

### **High Ethical Standards**

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

### **Global Recognition**

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### **Comprehensive and Current Knowledge**

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The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession. To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org).

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Board's Code of Ethics and Professional Responsibility and Rules of Conduct which put clients' interests first, 4) comply with the Financial Planning Practice Standards which spell out what clients should be able to reasonably expect from the financial planning engagement, and 5) complete 30 hours of continuing education (including 2 hours of approved Ethics CE) every two years. - See more at: <http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements#sthash.qwXJz3yF.dpuf>.

***ITEM 3 Disciplinary Information***

There are no legal or disciplinary events that are related to the above listed supervised person.

***ITEM 4 Other Business Activities***

The above listed supervised person does not have a pending application to register as a registered representative, an associated person of a futures commission merchant, a commodity pool operator, or a commodity trading adviser.

***ITEM 5 Additional Compensation***

None.

***ITEM 6 Supervision***

An Executive Team member reviews the performance of Jason Gunkel at least annually.

David G. Strege, Chief Compliance Officer, is responsible for monitoring the activities of the Adviser's supervised persons. Mr. Strege's telephone number is 515-225-6000. The Investment Committee reviews all accounts and re-balances assets as needed within the portfolio at least every quarter. The Investment Committee currently includes: Jason Gunkel, Lance Gunkel, Matt Roberts, and David Strege. The Investment Committee meets monthly and reviews economic and market data, mutual fund and manager performance, and allocation analysis to determine whether any changes are required in client portfolios. To assist the Investment Committee, rebalancing triggers have been established with a third-party provider to occur as needed in the month following the end of a quarter. Mr. Strege, or his designee, reviews all written client performance materials and newsletters prior to use. All Adviser employees receive Adviser's Investment Adviser Supervisory Manual and Code of Ethics and are asked to annually certify to their understanding of the material. Most meetings with clients are in conjunction with another professional staff member who helps prepare the meeting materials and captures meeting notes in the client file.



**Wayne Johnson**  
**CRD number 4484130**  
**February 22, 2018**

This brochure supplement provides information about Wayne Johnson that supplements the Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company brochure. You should have received a copy of that brochure. Please contact David G. Strege, Chief Compliance Officer, at 515-225-6000 or [www.onlyworkforyou.com](http://www.onlyworkforyou.com) if you did not receive Syverson Strege & Company's and Sherpa Investment Management, a division of Syverson Strege & Company brochure or if you have any questions about the contents of this supplement.

Additional information about Wayne Johnson also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 Educational Background and Business Experience**

**Wayne Johnson, CFP®, AEP®, CAP**

Born: 1962

### **Education:**

- Iowa State University Bachelor of Science – Industrial Engineering, 1985
- Iowa State University Masters of Business Administration, 1996
- Certified Financial Planner (CFP®) Certified Financial Planner Board of Standards, 2005
- Chartered Advisor in Philanthropy (CAP) 2013

### **Employment:**

- Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company  
Financial Planner, (08/2013-present)  
Financial Analyst, (08/2007-08/2013)

In order to achieve and maintain certification, CFP® professionals must: 1) pass the comprehensive CFP® Certification Examination, 2) pass the CFP Board's Fitness Standards for Candidates and Registrants, 3) agree to abide by CFP Board's Code of Ethics and Professional Responsibility and Rules of Conduct which put clients' interests first, 4) comply with the Financial Planning Practice Standards which spell out what clients should be able to reasonably expect from the financial planning engagement, and 5) complete 30 hours of continuing education (including 2 hours of approved Ethics CE) every two years. - See more at: <http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements#sthash.qwXJz3yF.dpuf>.

The Accredited Estate Planner® (AEP®) designation is a graduate level specialization in estate planning, obtained in addition to already recognized professional credentials within the various disciplines of estate planning. It is awarded by the National Association of Estate Planners and Councils (NAEPC) to recognize estate planning professionals who meet stringent requirements of experience, knowledge, education, professional reputation, and character.

An ACCREDITED ESTATE PLANNER® applicant must meet ALL of the following requirements as established by the National Association of Estate Planners & Councils:

1. Credential requirement. To be eligible to be considered for the AEP® designation, the applicant must provide documentation of being licensed to practice law as an Attorney (JD) or to practice as a Certified Public Accountant (CPA), or of being currently designated as a Chartered Life Underwriter® (CLU®), Chartered Financial Consultant® (ChFC®), Certified Financial Planner (CFP®), or Certified Trust & Financial Advisor (CTFA), in any jurisdiction of the United States of America.
2. Professional discipline engaged in estate planning requirement. The applicant must be presently and significantly engaged in "estate planning activities" as an attorney, an accountant, an insurance professional and financial planner, or a trust officer. Estate planning encompasses the accumulation, conservation, preservation, and transfer of an estate through planning and implementation of an estate plan. The overall purpose of the estate planning process is to develop a plan that will maintain the financial security of individuals and their families. Estate planning has come to include lifetime planning that leads to conservation and transfer of assets. Estate planning should also facilitate the intended and orderly transfer of property at death, taking into consideration the family unit and the potential costs of different methods.

## **ITEM 3 Disciplinary Information**

There are no legal or disciplinary events that are related to the above listed supervised person.

## **ITEM 4 Other Business Activities**

The above listed supervised person does not have a pending application to register as a registered representative, an associated person of a futures commission merchant, a commodity pool operator, or a commodity trading adviser.

## **ITEM 5 Additional Compensation**

None.

## **ITEM 6 Supervision**

An Executive Team member reviews the performance of Wayne Johnson at least annually.

David G. Strege, Chief Compliance Officer, is responsible for monitoring the activities of the Adviser's supervised persons. Mr. Strege's telephone number is 515-225-6000. The Investment Committee reviews all accounts and re-balances assets as needed within the portfolio at least every quarter. The Investment Committee currently includes: Jason Gunkel, Lance Gunkel, Matt Roberts, and David Strege. The Investment Committee meets monthly and reviews economic and market data, mutual fund and manager performance, and allocation analysis to determine whether any changes are required in client portfolios. To assist the Investment Committee, rebalancing triggers have been established with a third-party provider to occur as needed in the month following the end of a quarter. Mr. Strege, or his designee, reviews all written client performance materials and newsletters prior to use. All Adviser employees receive Adviser's Investment Adviser Supervisory Manual and Code of Ethics and are asked to annually certify to their understanding of the material. Most meetings with clients are in conjunction with another professional staff member who helps prepare the meeting materials and captures meeting notes in the client file.



**Tim Roemmich**  
**CRD number 2542999**  
**February 22, 2018**

This brochure supplement provides information about Tim Roemmich that supplements the Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company brochure. You should have received a copy of that brochure. Please contact David G. Strege, Chief Compliance Officer, at 515-225-6000 or [www.onlyworkforyou.com](http://www.onlyworkforyou.com) if you did not receive Syverson Strege & Company's and Sherpa Investment Management, a division of Syverson Strege & Company brochure or if you have any questions about the contents of this supplement.

Additional information about Tim Roemmich also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).



## **ITEM 2 Educational Background and Business Experience**

**Tim Roemmich, CFP®CASL**

Born: 1959

### **Education:**

- Northwestern College – Orange City, IA BA in Education – 1982.
- Certified Financial Planner (CFP®) Certified Financial Planner Board of Standards, 2009
- Chartered Advisor for Senior Living® (CASL®) 2011

### **Employment:**

- Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company  
Senior Financial Analyst, (11/2004-present)

In order to achieve and maintain certification, CFP® professionals must: 1) pass the comprehensive CFP® Certification Examination, 2) pass the CFP Board's Fitness Standards for Candidates and Registrants, 3) agree to abide by CFP Board's Code of Ethics and Professional Responsibility and Rules of Conduct which put clients' interests first, 4) comply with the Financial Planning Practice Standards which spell out what clients should be able to reasonably expect from the financial planning engagement, and 5) complete 30 hours of continuing education (including 2 hours of approved Ethics CE) every two years. - See more at: <http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements#sthash.qwXJz3yF.dpuf>.

Chartered Advisor for Senior Living® (CASL®) has prerequisite requirements for The American College CLU®, ChFC®, RHU, REBC, and CLF designations or Advising clients on financial and/or practical matters relating to their retirement years or on issues dealing with aging for at least three of the five years preceding the awarding of the designation; [Five required courses](#), equivalent to 15 semester credit hours; and examination after each course and 15 hours of continuing education every two years.

## **ITEM 3 Disciplinary Information**

There are no legal or disciplinary events that are related to the above listed supervised person.

## **ITEM 4 Other Business Activities**

The above listed supervised person does not have a pending application to register as a registered representative, an associated person of a futures commission merchant, a commodity pool operator, or a commodity trading adviser.

## **ITEM 5 Additional Compensation**

None.

## **ITEM 6 Supervision**

An Executive Team member reviews the performance of Tim Roemmich at least annually.

David G. Strege, Chief Compliance Officer, is responsible for monitoring the activities of the Adviser's supervised persons. Mr. Strege's telephone number is 515-225-6000. The Investment Committee reviews all accounts and re-balances assets as needed within the portfolio at least every quarter. The Investment Committee currently includes: Jason Gunkel, Lance Gunkel, Matt Roberts, and David Strege. The Investment Committee meets monthly and reviews economic and market data, mutual fund and manager performance, and allocation analysis to determine whether any changes are required in client portfolios. To assist the Investment Committee, rebalancing triggers have been established with a third-party provider to occur as needed in the month following the end of a quarter. Mr. Strege, or his designee, reviews all written client performance materials and newsletters prior to use. All Adviser employees receive Adviser's Investment Adviser Supervisory Manual and Code of Ethics and are asked to annually certify to their understanding of the material. Most meetings with clients are in conjunction with another professional staff member who helps prepare the meeting materials and captures meeting notes in the client file.



**Matt Roberts**  
**CRD number 6300103**  
**September 11, 2017**  
**February 22, 2018**

This brochure supplement provides information about Matt Roberts that supplements the Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company brochure. You should have received a copy of that brochure. Please contact David G. Strege, Chief Compliance Officer, at 515-225-6000 or [www.onlyworkforyou.com](http://www.onlyworkforyou.com) if you did not receive Syverson Strege & Company's and Sherpa Investment Management, a division of Syverson Strege & Company brochure or if you have any questions about the contents of this supplement.

Additional information about Matt Roberts also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 Educational Background and Business Experience**

**Matt Roberts, CFP®**

Born: 1985

### **Education:**

- Iowa State University, Ames, Iowa BS in Finance - 2007
- Certified Financial Planner (CFP®) Certified Financial Planner Board of Standards, 2013

### **Employment:**

- Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company  
Financial Planner, (01/2016-present)  
Financial Analyst, (10/2010-01/2016)
- Audit Bureau of Circulations  
Auditor, February 2008-September 2010

In order to achieve and maintain certification, CFP® professionals must: 1) pass the comprehensive CFP® Certification Examination, 2) pass the CFP Board's Fitness Standards for Candidates and Registrants, 3) agree to abide by CFP Board's Code of Ethics and Professional Responsibility and Rules of Conduct which put clients' interests first, 4) comply with the Financial Planning Practice Standards which spell out what clients should be able to reasonably expect from the financial planning engagement, and 5) complete 30 hours of continuing education (including 2 hours of approved Ethics CE) every two years. - See more at: <http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements#sthash.qwXJz3yF.dpuf>.

## **ITEM 3 Disciplinary Information**

There are no legal or disciplinary events that are related to the above listed supervised person.

## **ITEM 4 Other Business Activities**

The above listed supervised person does not have a pending application to register as a registered representative, an associated person of a futures commission merchant, a commodity pool operator, or a commodity trading adviser.

## **ITEM 5 Additional Compensation**

None.

## **ITEM 6 Supervision**

An Executive Team member reviews the performance of Matt Roberts at least annually.

David G. Strege, Chief Compliance Officer, is responsible for monitoring the activities of the Adviser's supervised persons. Mr. Strege's telephone number is 515-225-6000. The Investment Committee reviews all accounts and re-balances assets as needed within the portfolio at least every quarter. The Investment Committee currently includes: Jason Gunkel, Lance Gunkel, Matt Roberts, and David Strege. The Investment Committee meets monthly and reviews economic and market data, mutual fund and manager performance, and allocation analysis to determine whether any changes are required in client portfolios. To assist the Investment Committee, rebalancing triggers have been established with a third-party provider to occur as needed in the month following the end of a quarter. Mr. Strege, or his designee, reviews all written client performance materials and newsletters prior to use. All Adviser employees receive Adviser's Investment Adviser Supervisory Manual and Code of Ethics and are asked to annually certify to their understanding of the material. Most meetings with clients are in conjunction with another professional staff member who helps prepare the meeting materials and captures meeting notes in the client file.



**Erin Mock**  
**CRD number 6725324**  
**February 22, 2018**

This brochure supplement provides information about Erin Mock that supplements the Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company brochure. You should have received a copy of that brochure. Please contact David G. Strege, Chief Compliance Officer, at 515-225-6000 or [www.onlyworkforyou.com](http://www.onlyworkforyou.com) if you did not receive Syverson Strege & Company's and Sherpa Investment Management, a division of Syverson Strege & Company brochure or if you have any questions about the contents of this supplement.

Additional information about Erin Mock also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 Educational Background and Business Experience**

**Erin Mock, CFP®**

Born: 1991

### **Education:**

- Iowa State University, Ames, BA in Communication Studies - 2013
- Iowa State University, MS in Family Financial Planning, 2016
- Certified Financial Planner (CFP®) Certified Financial Planner Board of Standards, 2016

### **Employment:**

- Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company  
Financial Analyst, (1/2016-present)
- Wellmark Blue Cross and Blue Shield Des Moines, IA, Customer  
Service/Document Analyst, (9/2013 - 12/2015)
- Childserve, Johnston, IA, Human Resource  
Intern, (5/2012 – 8/2012)
- Cornerstone Church, Ames, IA, Global Ministry Coordinating  
Intern, Part time (10/2011 – 5/2012)
- Iowa State University Ames, IA, International Students and Scholars Associate,  
Part Time, (12/2011- 7/2013)

In order to achieve and maintain certification, CFP® professionals must: 1) pass the comprehensive CFP® Certification Examination, 2) pass the CFP Board's Fitness Standards for Candidates and Registrants, 3) agree to abide by CFP Board's Code of Ethics and Professional Responsibility and Rules of Conduct which put clients' interests first, 4) comply with the Financial Planning Practice Standards which spell out what clients should be able to reasonably expect from the financial planning engagement, and 5) complete 30 hours of continuing education (including 2 hours of approved Ethics CE) every two years. - See more at: <http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements#sthash.qwXJz3yF.dpuf>.

## **ITEM 3 Disciplinary Information**

There are no legal or disciplinary events that are related to the above listed supervised person.

## **ITEM 4 Other Business Activities**

The above listed supervised person does not have a pending application to register as a registered representative, an associated person of a futures commission merchant, a commodity pool operator, or a commodity trading adviser.

## **ITEM 5 Additional Compensation**

None.

## **ITEM 6 Supervision**

An Executive Team member reviews the performance of Erin Mock at least annually.

David G. Strege, Chief Compliance Officer, is responsible for monitoring the activities of the Adviser's supervised persons. Mr. Strege's telephone number is 515-225-6000. The Investment Committee reviews all accounts and re-balances assets as needed within the portfolio at least every quarter. The Investment Committee currently includes: Jason Gunkel, Lance Gunkel, Matt Roberts, and David Strege. The Investment Committee meets monthly and reviews economic and market data, mutual fund and manager performance, and allocation analysis to determine whether any changes are required in client portfolios. To assist the Investment Committee, rebalancing triggers have been established with a third-party provider to occur as needed in the month following the end of a quarter. Mr. Strege, or his designee, reviews all written client performance materials and newsletters prior to use. All Adviser employees receive Adviser's Investment Adviser Supervisory Manual and Code of Ethics and are asked to annually certify to their understanding of the material. Most meetings with clients are in conjunction with another professional staff member who helps prepare the meeting materials and captures meeting notes in the client file.



**Ethan Gascho, CFP®**  
**CRD number: 6792544**  
**February 22, 1018**

This brochure supplement provides information about Ethan Gascho that supplements the Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company brochure. You should have received a copy of that brochure. Please contact David G. Strege, Chief Compliance Officer, at 515-225-6000 or [www.onlyworkforyou.com](http://www.onlyworkforyou.com) if you did not receive Syverson Strege & Company's and Sherpa Investment Management, a division of Syverson Strege & Company brochure or if you have any questions about the contents of this supplement.

Additional information about Ethan Gascho also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 Educational Background and Business Experience**

**Ethan Gascho, CFP®**

Born: 1993

### **Education:**

- Drake University, Des Moines, IA BSBA in Accounting/Finance - 2014
- Florida State University, Tallahassee, FL Certified Financial Planner (CFP®) Certified Financial Planner Board of Standards, 2017

### **Employment:**

- Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company Financial Analyst, (01/2015-present)
- Syverson Strege & Company and Sherpa Investment Management, a division of Syverson Strege & Company Financial Planning Intern, (07/2014 – 01/2015)

In order to achieve and maintain certification, CFP® professionals must: 1) pass the comprehensive CFP® Certification Examination, 2) pass the CFP Board's Fitness Standards for Candidates and Registrants, 3) agree to abide by CFP Board's Code of Ethics and Professional Responsibility and Rules of Conduct which put clients' interests first, 4) comply with the Financial Planning Practice Standards which spell out what clients should be able to reasonably expect from the financial planning engagement, and 5) complete 30 hours of continuing education (including 2 hours of approved Ethics CE) every two years. - See more at: <http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements#sthash.qwXJz3yF.dpuf>.

## **ITEM 3 Disciplinary Information**

There are no legal or disciplinary events that are related to the above listed supervised person.

## **ITEM 4 Other Business Activities**

The above listed supervised person does not have a pending application to register as a registered representative, an associated person of a futures commission merchant, a commodity pool operator, or a commodity trading adviser.

## **ITEM 5 Additional Compensation**

None.

## **ITEM 6 Supervision**

An Executive Team member reviews the performance of Ethan Gascho at least annually.

David G. Strege, Chief Compliance Officer, is responsible for monitoring the activities of the Adviser's supervised persons. Mr. Strege's telephone number is 515-225-6000. The Investment Committee reviews all accounts and re-balances assets as needed within the portfolio at least every quarter. The Investment Committee currently includes: Jason Gunkel, Lance Gunkel, Matt Roberts, and David Strege. The Investment Committee meets monthly and reviews economic and market data, mutual fund and manager performance, and allocation analysis to determine whether any changes are required in client portfolios. To assist the Investment Committee, rebalancing triggers have been established with a third-party provider to occur as needed in the month following the end of a quarter. Mr. Strege, or his designee, reviews all written client performance materials and newsletters prior to use. All Adviser employees receive Adviser's Investment Adviser Supervisory Manual and Code of Ethics and are asked to annually certify to their understanding of the material. Most meetings with clients are in conjunction with another professional staff member who helps prepare the meeting materials and captures meeting notes in the client file.