

# 3 Factor Indexing, LLC

## Brochure Supplement (ADV Part 2B)

### Supervised Persons

Edward Rodden  
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Woodside, CA 94062  
650-332-2478  
ed@3factorindexing.com

**This brochure supplement provides information about Edward Rodden that supplements the 3 Factor Indexing, LLC brochure. You should have received a copy of that brochure. Please contact us at 650-332-2478, if you did not receive 3 Factor Indexing's brochure or if you have any questions about the contents of this supplement.**

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

**Please note that registration does not imply a certain level of skill or training.**

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[www.3factorindexing.com](http://www.3factorindexing.com)

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## **Item 1. Cover Page –see cover**

## **Item 2. Educational and Business Background**

### **Educational and Business Background of Mr. Rodden**

Mr. Rodden holds a Bachelor of Arts from Princeton University and a MBA from Stanford Graduate School of Business.

Ed is CEO of 3 Factor Indexing and a Partner with Silicon Valley Consulting (since 2008). Prior to this, Ed was an executive with HRJ Capital (2005-2008) and a registered representative with Inter Securities (2006-2008).

Previously he was a Senior Vice President at Charles Schwab & Co (1993-2005) and was employed at McKinsey & Co. (1991-1993).

## **Item 3. Disciplinary Information**

There are no disciplinary actions to disclose for any employees.

## **Item 4. Other Business Activities**

Ed Rodden is a Partner of Silicon Valley Consulting where he engages in Business Strategy Consulting. These activities take approximately 90 hours per month, of which about 45 hours is during trading hours.

## **Item 5. Additional Compensation**

No additional compensation is received for providing advisory services to clients.

## **Item 6. Supervision**

Robert Sawyer (CCO) is responsible for the supervision of Edward Rodden's advisory practices. Mr. Sawyer can be reached at 650-260-4689 or bobs@3factorindexing.com.

## **Item 7. Requirements for State-Registered Advisors**

Mr. Rodden has never been involved in an arbitration claim, and has never been found liable in a *civil, self-regulatory organization, or administrative proceeding* of any kind, nor of any infraction deemed material. There have not been any bankruptcy filings in the past ten years by Mr. Rodden.