



## Form ADV Part 2A

January 1, 2024

This brochure provides information about Jericho Financial. If you have any questions about the contents of this brochure, please contact us at (614) 948-0039 or by email at [ryan@planjericho.com](mailto:ryan@planjericho.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. Registration does not imply a certain level of skill or training.

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

**CRD Number:** 288801

## Item 2: Material Changes

There are no material changes since the last annual updating amendment of Jericho Financial on February 22, 2023.

## Item 3: Table of Contents

Item 2: Material Changes .....	2
Item 3: Table of Contents .....	3
Item 4: Advisory Business .....	4
Item 5: Fees and Compensation .....	7
Item 6: Performance-Based-Fees and Side-by-Side Management .....	8
Item 7: Types of Clients .....	8
Item 8: Methods of Analysis, Investment Strategies, and Risk of Loss .....	8
Item 9: Disciplinary Information .....	10
Item 10: Other Financial Industry Activities and Affiliations .....	10
Item 11: Code of Ethics, Participation or Interest in Client Transactions, and Personal Trading .....	10
Item 12: Brokerage Practices .....	11
Item 13: Review of Accounts .....	12
Item 14: Client Referrals and Other Compensation .....	12
Item 15: Custody .....	12
Item 16: Investment Discretion .....	12
Item 17: Voting Client Securities .....	13
Item 18: Financial Information .....	13

## Item 4: Advisory Business

### Description of Advisory Firm

Jericho Financial (hereinafter “Jericho” or “Jericho Financial”) is a Limited Liability Partnership organized in the State of Ohio. The firm was formed in April 2017, and the principal owners are Ryan Bosler and Mark Faubel.

### Types of Advisory Services

Jericho provides financial planning services individuals and pension consulting services to pension and profit-sharing plans. The team at Jericho takes a 360-degree approach to assess all aspects of each client’s financial life. We invest a significant amount of time with our clients to understand each’s unique needs and challenges, emphasizing on the relationships over the transactions.

#### Financial Planning Services

The Financial Planning service that we provide is tailored to the individual needs of our clients. We understand that each client’s goals are unique, as are the various factors of their personal and professional lives on which their financial plan and investment portfolio is built. Our plans, strategies, and recommendations are adaptive to the changes in our clients’ goals, priorities, and financial situations.

This service is designed to assist clients in meeting their financial goals through the use of a financial plan or consultation. Jericho Financial conducts client meetings and broad-based analysis of a client’s financial situation. Jericho Financial makes use of current and historical financial information to understand a client’s current financial situation, existing resources, financial and personal goals, attitudes, investment objectives, and tolerance for risk. Based on what is learned, an investment approach is presented to the client, consisting of individual stocks, bonds, ETFs, mutual funds and other public and private securities or investments. Once the appropriate portfolio has been determined, portfolios are continuously and regularly monitored. If necessary, a portfolio is rebalanced based upon market performances and the client’s individual needs, stated goals and objectives.

Jericho Financial provides a written analysis and recommendations for the planning or consulting aspects of this service. The financial plan or consultation may encompass one or more of the following areas: Investment Planning, Tax Planning, Retirement Planning, Estate Planning, Charitable Planning, Education Planning, Mortgage/Debt Analysis, Insurance Analysis, Lines of Credit Evaluation, Business and Personal Financial Planning. The specific scope of services to be provided can only be determined after a thorough and ongoing review of the documentation provided by the client. Jericho Financial will assist with the implementation of the financial plan or consultation. However, Jericho Financial will not provide legal advice. Clients are urged to work closely with their attorney in implementing strategies in those areas.

Jericho Financial will provide ongoing monitoring of the client’s financial circumstances and provide continued advice to help them reach the goals we have discussed. Jericho Financial will also provide advice concerning changes in these goals or in the client’s circumstances. Each element of the client’s plan is reviewed at least annually, including estate plans, tax planning, insurance, cash flow, goal setting and financial advice in other areas.

Jericho Financial will recommend and manage an agreed-upon portfolio relative to the client’s risk tolerance and time parameters. Jericho Financial will make investment decisions for the client’s portfolio

according to the client's investment objectives and financial circumstances. Clients are required to promptly inform Jericho if any material changes occur in their circumstances. Clients must also consult with Jericho at least annually to provide updated information, if any, about their financial circumstances and financial objectives.

### **Pension Consulting Services**

Jericho Financial provide pension consulting services to employer plan sponsors. Generally, such pension consulting services consist of assisting employer plan sponsors in establishing, monitoring, and reviewing their company's participant-directed retirement plan. As the needs of the plan sponsor dictate, areas of advising could include investment options, plan structure and participant education.

All pension consulting services shall be in compliance with the applicable State law(s) regulating the services provided by this Agreement. This section applies to an Account that is a pension or other employee benefit plan (a "Plan") governed by the Employee Retirement Income Security Act of 1974, as amended ("ERISA"). If the client accounts are part of a Plan, and we accept appointments to provide our services to such accounts, we acknowledge that we are a fiduciary within the meaning of Section 3(21) of ERISA as designated by the Pension Consulting Agreement with respect to the provision of services described therein.

### **Selection of Other Advisers**

Jericho may direct clients to third-party investment advisers to manage either all or a portion of the client's assets. The specific terms and conditions under which a client engages a third-party investment adviser may be set forth in a separate written agreement with the designated third-party investment adviser. Before selecting other advisers for clients, Jericho will verify that all recommended advisers are properly licensed, notice filed, or exempt in the states where Jericho is recommending the adviser to clients. On an ongoing basis, Jericho monitors the performance of those accounts being managed by Managers and seeks to ensure their strategies and target allocations remain aligned with its clients' investment objectives and overall best interests.

### **Held Away Assets**

Jericho utilizes Pontera, a third-party platform, to facilitate management of held away assets such as defined contribution plan participant accounts, with discretion. The platform allows Jericho to avoid being considered to have custody of client funds since the Firm does not have direct access to client log-in credentials to affect trades. Jericho is not affiliated with the Pontera platform in any way and receives no compensation from them for using their platform. In order for Jericho to manage held away assets (assets not held at Charles Schwab) a link will be provided to the client allowing them to connect an account(s) to the platform. Once a client account is connected to the platform, Jericho will review the current account allocations. When deemed necessary, Jericho will rebalance the account considering client investment goals and risk tolerance, and any change in allocations will consider current economic and market trends. The goal is to improve account performance over time, minimize loss during difficult markets, and manage internal fees that harm account performance.

## Client-Tailored Services and Client-Imposed Restrictions

Our firm offers individualized investment advice to our Financial Planning clients. General investment advice will be offered to our Pension Consulting clients.

Each Financial Planning client has the opportunity to place reasonable restrictions on the types of investments to be held in the portfolio. Restrictions on investments in certain securities or types of securities may not be possible due to the level of difficulty this would entail in managing the account.

## Assets under Management

As of December 31, 2023, Jericho managed \$158,529,266 in discretionary assets.

## Item 5: Fees and Compensation

### Fee Schedule

Total Assets under Management	Annual Fees
\$0 - \$1,000,000	1.00%
\$1,000,001 - \$3,000,000	0.90%
\$3,000,001 - \$5,000,000	0.80%
Greater than \$5,000,001	0.65%

Jericho uses an average of the daily balance in the client's account throughout the billing period to determine the market value of the assets upon which the advisory fee is based. The fees for services are billed monthly in arrears.

These fees are generally negotiable. Clients may terminate the Investment Advisory Agreement generally with 30 days written notice.

If a client would like to engage Jericho separately for financial planning services only, Jericho will charge either a project-based flat fee based on the estimated time to complete the project or an hourly rate up to \$300 an hour. The total fee, terms and conditions for the project will be presented to the client and documented in the agreement before any work is commenced. The estimated time to complete the project is based on the projected number of hours to review documents, complete the analysis, create a customized report, and present the findings and recommendations to the client.

### Pension Consulting Services Fees

The fee ranges from 0.25% to 0.75% and is negotiable based on factors such as the size and complexity of the mandate, the services to be provided, anticipated additional assets to be added to the account, and other unique needs or attributes of the client. The fee will never be higher than the highest fee of 0.75% and be clearly outlined in the agreement with Jericho. The method of billing for these services is specific to each 401k platform or plan recordkeeper.

### Payment of Fees

Asset-based fees are withdrawn directly from the client's accounts with client's written authorization on either a monthly or quarterly basis in arrears or may be invoiced and billed directly to the client monthly. Clients may select the method in which they are billed.

Fixed and/or hourly fees are invoiced and billed directly to the client upon completion of the project.

### Other Fees

For clients whose assets are directed to a third-party investment advisor, the client is responsible for paying the management fees due those third-party investment advisors in addition to the fees paid Jericho. The agreements with the third-party investment advisor should outline the fees to be paid to the third party. If they do not, the client should request the fee schedule they are responsible for paying.

Clients are responsible for the payment of all third-party fees (i.e., custodian fees, brokerage fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by Jericho. Please see Item 12 of this brochure regarding broker-dealer/custodian.

## Outside Compensation for The Sale of Securities to Clients

Ryan Charles Bosler and Mark Charles Faubel are also insurance agents. In these roles, they accept compensation for the sale of investment products to Jericho clients, which presents a conflict due to the financial incentive to recommend these products. To mitigate this conflict, insurance products will only be recommended when appropriate for the client and only after the client has been informed of this conflict. Clients always have the option to purchase Jericho recommended products through other brokers or agents that are not affiliated with Jericho.

## Item 6: Performance-Based-Fees and Side-by-Side Management

Jericho does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

## Item 7: Types of Clients

Jericho generally provides advisory services to the following types of clients:

- Individuals
- Families
- Pension and Profit-Sharing Plans

There is no account minimum for any of Jericho's services.

## Item 8: Methods of Analysis, Investment Strategies, and Risk of Loss

### Methods of Analysis

Jericho's generally takes a long-term investment approach, emphasizing asset allocation strategies and diversification as a means of managing risk. The investment process is designed to produce low-cost, solutions that minimizes risk.

### Investment Strategies

Jericho uses long term trading and short-term trading and selection of other advisors.

### Risks of Investing

Although Jericho makes every effort to preserve each client's capital and achieve real growth of wealth, investing in securities involves a risk of loss that you, as a client, should be prepared to bear. Some of the key risks related to the products and services offered by Jericho, include but are not limited to:

*General Risk of Loss, Market Risk and Inflation Risk*

The prices of all investments will fluctuate in reaction to events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic, and social conditions as well as shifting investor sentiment may trigger market events. In



addition, when any type of inflation is present, a dollar tomorrow will not buy as much as a dollar today, because purchasing power is eroding at the rate of inflation. Investments in traditional stocks and bonds may lose value when there is inflation.

#### *Risk of Allocations and Investments Selected*

Jericho's will determine a customized investment allocation among asset classes and types of investment for each client, based upon Jericho's understanding of the client's financial plan. However, the allocations selected may not prove to be as effective in achieving the clients' goals as other allocations might have been.

#### *Exchange Traded Funds (ETFs) and Mutual Funds*

An investment in an ETF or mutual fund involves risk, including the potential loss of principal. Mutual fund and ETF shareholders are subject to the risks stemming from the individual issuers of the fund's underlying portfolio securities. Shareholders in funds also are responsible for taxes on any fund-level capital gains, as mutual funds and ETFs are required by law to distribute capital gains in the event they sell securities for a profit that cannot be offset by a corresponding loss. The managers of the ETFs and mutual funds selected also may make poor investment decisions that cause them to underperform the benchmarks to which they compare their performance.

Shares of ETFs are listed on securities exchanges and transacted at negotiated prices in the secondary market. Generally, ETF shares trade at or near their most recent NAV, which is generally calculated daily. However, certain inefficiencies may cause the shares to trade at a premium or discount to their pro rata NAV. There is also no guarantee that an active secondary market for such shares will develop or continue to exist. Generally, an ETF only redeems shares when aggregated as creation units (usually 50,000 shares or more). In certain circumstances, such as extreme market stress, there may be limited liquidity for ETF shareholders holding less than creation-unit sized numbers of shares if the secondary market is not active.

#### *Risks of stock investing*

Stocks generally fluctuate in value more than bonds and may decline significantly over short time periods. There is the chance that stock prices overall will decline because stock markets tend to move in cycles, with periods of rising prices and falling prices. The value of a stock in which a fund invests may decline due to general weakness in the stock market or because of factors that affect a company or a particular industry.

#### *Risks of bond investing*

Bonds have two main sources of risk. Interest rate risk is the risk that a rise in interest rates will cause the price of a debt security held by the fund to fall. Securities with longer maturities typically suffer greater declines than those with shorter maturities. Mortgage-backed securities can react somewhat differently to interest rate changes because falling rates can cause losses of principal due to increased mortgage prepayments and rising rates can lead to decreased prepayments and greater volatility. Credit risk is the risk that an issuer of a debt security will default (fail to make scheduled interest or principal payments), potentially reducing income distributions and market values. This risk is increased when a security is downgraded or the perceived creditworthiness of the issuer deteriorates.

## Item 9: Disciplinary Information

Neither Jericho nor its representatives have any disciplinary activity to report.

## Item 10: Other Financial Industry Activities and Affiliations

Ryan Charles Bosler and Mark Charles Faubel are independent licensed insurance agents, and from time to time, will offer clients advice or products from those activities. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. Jericho always acts in the best interest of the client, including the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services of any representative of Jericho in connection with such individual's activities outside of Jericho.

Mark Charles Faubel provides tax preparation and tax filing services. These services will be offered to clients of Jericho. Jericho always acts in the best interest of the client and clients always have the right to decide whether to utilize the services of any Jericho representative in such individual's outside capacities.

Jericho may direct clients to third-party investment advisers. Jericho will be compensated via a fee share from the advisers to which it directs those clients. The fees shared will not exceed any limit imposed by any regulatory agency. This creates a conflict of interest in that Jericho has an incentive to direct clients to the third-party investment advisers that provide Jericho with a larger fee split. Jericho will always act in the best interests of the client, including when determining which third-party investment adviser to recommend to clients. Jericho will verify that all recommended advisers are properly licensed, notice filed, or exempt in the states where Jericho is recommending the adviser to clients.

## Item 11: Code of Ethics, Participation or Interest in Client Transactions, and Personal Trading

### Code of Ethics

Jericho has a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Jericho's Code of Ethics is available free upon request to any client or prospective client.

### Recommendations Involving Material Financial Interests

Jericho does not recommend that clients buy or sell any security in which a related person to Jericho or Jericho has a material financial interest.

### Investing Personal Money in The Same Securities as Clients

From time to time, representatives of Jericho may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of Jericho to buy or sell the

same securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest. Jericho will always document any transactions that could be construed as conflicts of interest and will never engage in trading that operates to the client's disadvantage when similar securities are being bought or sold.

## **Trading Securities At/Around the Same Time as Clients' Accounts**

From time to time, representatives of Jericho may buy or sell securities for themselves at or around the same time as clients. This may provide an opportunity for representatives of Jericho to buy or sell securities before or after recommending securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest; however, Jericho will never engage in trading that operates to the client's disadvantage if representatives of Jericho buy or sell securities at or around the same time as clients.

## **Item 12: Brokerage Practices**

### **Broker Selection and Best Execution**

Custodians/broker-dealers will be recommended based on Jericho's duty to seek "best execution," which is the obligation to seek execution of securities transactions for a client on the most favorable terms for the client under the circumstances. Clients will not necessarily pay the lowest commission or commission equivalent, and Jericho may also consider the market expertise and research access provided by the broker-dealer/custodian, including but not limited to access to written research, oral communication with analysts, admittance to research conferences and other resources provided by the brokers that may aid in Jericho's research efforts. Jericho will never charge a premium or commission on transactions, beyond the actual cost imposed by the broker dealer/custodian.

Jericho will require clients to use Charles SchwabCharles Schwab.

### **Research and Other Soft-Dollar Benefits**

While Jericho has no formal soft dollar program in which soft dollars are used to pay for third party services, Jericho may receive research, products, or other services from custodians and broker-dealers in connection with client securities transactions ("soft dollar benefits"). There can be no assurance that any particular client will benefit from soft dollar benefits, whether or not the client's transactions paid for it. Jericho benefits by not having to produce or pay for the research, products or services, and Jericho will have an incentive to recommend a broker dealer based on receiving research or services. Clients should be aware that Jericho's acceptance of soft dollar benefits may result in higher commissions charged to the client.

### **Brokerage for Client Referrals**

Jericho receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third-party.

## Directed Brokerage

Jericho will require that clients use Charles Schwab to execute transactions. There is no conflict of interest, as the broker-dealer is not an affiliate or related person of Jericho. Jericho does not accept client requests to direct their brokerage to a specific broker-dealer. By only utilizing Charles Schwab, Jericho may be unable to achieve most favorable execution of client transactions which could cost client's money in trade execution. Not all advisers require or allow their clients to direct brokerage.

## Aggregated Trades

If Jericho buys or sells the same securities on behalf of more than one client, then it may (but would be under no obligation to) aggregate or bunch such securities in a single transaction for multiple clients to seek more favorable prices, lower brokerage commissions, or more efficient execution. In such case, Jericho would place an aggregate order with the broker on behalf of all such clients to ensure fairness for all clients; provided, however, that trades would be reviewed periodically to ensure that accounts are not systematically disadvantaged by this policy.

## Item 13: Review of Accounts

All client accounts for Jericho's advisory services provided on an ongoing basis are reviewed at least annually by Ryan Bosler, Chief Compliance Officer, regarding clients' respective goals and objectives.

Each client of Jericho's advisory services provided on an ongoing basis will receive a monthly report detailing the client's account, including assets held, asset value, and calculation of fees. This written report will come from the custodian.

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

## Item 14: Client Referrals and Other Compensation

Jericho does not receive any economic benefit, directly or indirectly from any third party for advice rendered to Jericho's clients nor compensate any person for client referrals.

## Item 15: Custody

When advisory fees are deducted directly from client accounts at client's custodian, Jericho will be deemed to have limited custody of client's assets and must have written authorization from the client to do so. Clients will receive quarterly account statements from the custodian. Clients are urged to compare the account statements they received from custodian with any statements they received from Jericho.

## Item 16: Investment Discretion

Jericho provides discretionary investment advisory services to clients. The advisory agreement established with each client sets forth the discretionary authority for trading. Where investment discretion has been granted, Jericho generally manages the client's account and makes investment decisions without consultation with the client as to when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, what securities to buy or sell, the price per share, and the broker-dealer to be utilized.

## **Item 17: Voting Client Securities**

Jericho will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

## **Item 18: Financial Information**

Jericho neither requires nor solicits prepayment of more than \$1,200 in fees per client, six months or more in advance, and therefore is not required to include a balance sheet with this brochure.

Neither Jericho nor its management has any financial condition that is likely to reasonably impair Jericho's ability to meet contractual commitments to clients.

Jericho has not been the subject of a bankruptcy petition in the last ten years.