

Part 2B of Form ADV: Brochure Supplement

Kelsey Financial, LLC

Steven E. Hoppel

Owner | Managing Member | Chief Executive Officer | Chief Compliance Officer | Chief Investment Officer |
Investment Adviser Representative

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This brochure supplement provides information about Steve Hoppel that supplements the Kelsey Financial Disclosure Brochure. You should have received a copy of that brochure. Please contact Steve Hoppel if you did not receive the Kelsey Financial's firm disclosure brochure or if you have any questions about the contents of this supplement.

Additional information about Steve Hoppel is available on the SEC's website at www.adviserinfo.sec.gov and/or FINRA Broker Check website at www.brokercheck.finra.org/. You can search these sites by a unique identifying number, known as a CRD number. Mr. Hoppel's CRD # is 4845148.

Item 2 Educational, Background and Business Experience

Full Legal Name: Steven Everett Hoppel

Born: 1978

Education:

- Baldwin Wallace University, B.A. in Political Science, 2004.

Business Experience:

- Kelsey Financial; Owner | Managing Member | Chief Executive Officer | Chief Compliance Officer | Chief Investment Officer | Investment Adviser Representative; 06/2015 to Present
- Ghost Town Spirits; Owner | Managing Member | President; 03/2021 to Present
- Western International Securities, Registered Representative; 08/2017 to 12/2017
- Uber; Driver; 06/2016 to 12/2017
- Financial West Group, Registered Representative | Operations; 06/2015 to 08/2017
- California Notary; Notary Public; 11/2008 to 11/2016
- United Planners' Financial; Registered Representative | OSJ; 09/2014 to 05/2015
- American Financial Network; Chief Compliance Officer | Investment Advisor Representative; 07/2014 to 05/2015

- Financial West Group, Registered Representative | Investment Advisor Representative | Bond Trader | OSJ | Operations Manager; 08/2004 to 06/2014
- FSI North America; Operations Manager; 04/2002 to 04/2004

Examinations:

- Series 66; 03/2008 to Present and SIE 12/2017 to Present, and previously held Series 7; 04/2006 – Expired, Series 24; 05/2009 – Expired.
- CA Insurance License # 0L44233

Item 3 Disciplinary Information

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted.

The following are disciplinary events relating to our firm and/or our management personnel:

No material events to disclose.

Item 4 Other Business Activities

Broker/Dealer Registrations:

Mr. Hoppel is not separately associated with any other FINRA Member broker/dealer and/or SEC registered investment advisor. Mr. Hoppel does not receive separate compensation, bonuses or other incentives with respect to investments. Mr. Hoppel is licensed to sell fixed insurance in the state of California – CA Insurance Lic # 0L44233 – and can affect fixed insurance transactions for which he may receive separate, yet customary compensation.

While Mr. Hoppel endeavors at all times to put the interest of the clients first, clients should be aware that Mr. Hoppel's recommendations are conflicted with the financial compensation he may receive for such fixed insurance recommendations and sales. Our firm mitigates this conflict by disclosing these facts to our clients.

Additionally, Mr. Hoppel is engaged in various other, non-investment related ventures that do not consume more than or contribute to more than 10% of his time and income annually.

Item 5 Additional Compensation

Steve Hoppel does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Supervisor: Jeff Alstot

Title: Trading & Compliance Manager | Investment Advisor Representative

Phone Number: (833) 4 KELSEY

As Trading & Compliance Manager and IAR of Kelsey Financial, Mr. Alstot is responsible for the day-to-day trading activities of the firm, along with assisting the Chief Compliance Officer. Mr. Alstot has completed nearly 10-years of service in the financial services industry.