



Registered Investment Advisor
CRD # 27346

Weitzel Financial Services, Inc.
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Matthew J. Moore

Investment Advisor Representative
CRD #7049601

Form ADV Part 2B
Brochure Supplement
March 26, 2024

This brochure provides information about Mathew J. Moore that supplements Weitzel Financial Services, Inc. Form ADV Part 2A firm brochure. You should have received a copy of that brochure. Please contact Bradley Weitzel at (563) 583-6020 if you did not receive the full brochure or if you have any questions about the contents of this supplement. Additional information about Timothy J. Weitzel is available on the Securities and Exchange Commission's (SEC) website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Regulatory guidance requires the firm to disclose relevant post-secondary education and professional training for each principal executive and associate of the firm, as well as their business experience for at least the most recent five years.

Principal Executive Officers and Management Persons

Investment Advisor Representative

Matthew James Moore

Year of Birth: 1991 / CRD Number: 7049601

Educational Background and Business Experience

Educational Background

Bachelors of Business Administration, Mount Mercy University; Cedar Rapids, IA

Business Experience

Weitzel Financial Services, Inc. (11/2018-Present)

Dubuque, IA

Investment Advisor Representative (01/2020-Present)

Item 3 – Disciplinary Information

Registered investment advisors are required to disclose certain material facts regarding any legal or disciplinary events that would be material to the evaluation of each officer or a supervised person providing investment advice. Matthew Moore has not been the subject of any such event.

Item 4 – Other Business Activities

Investment advisor representatives are required to disclose outside business activities that account for a significant portion of their time or income, or that may present a conflict of interest with their advisory activities.

Matthew Moore is not registered, nor has an application pending to register, as an associated person of a futures commissions merchant, commodity pool operator, or commodity trading advisor. Neither Mr. Moore nor our advisory firm has a material relationship with the issuer of a security.

Matthew Moore is a licensed insurance agent and is able to sell life insurance to interested parties through various unaffiliated insurance companies via our firm. He receives commissions and renewals from the issuer on a client's purchase of an insurance contract. This activity involves approximately 15 percent of his time during traditional business hours each month. He may therefore perform in the role as insurance agent or as representative of our investment advisor, and he will disclose in advance of a transaction or advisory agreement the capacity in which he is serving a client, to include the conflict of interest the role or service to be provided may incur. He may receive commissions, overrides or other compensation from the sale of an insurance contract through various unaffiliated carriers. The potential for the receipt of commissions and other compensation gives an associate an incentive to offer a recommendation based on the compensation received rather than on the client's needs. Mr. Moore and our firm take their responsibilities seriously and intend to only make recommendations believed appropriate for the client.

Item 5 – Additional Compensation

Neither our advisory firm nor Matthew Moore is compensated for advisory services involving performance-based fees. Firm policy does not allow associated persons to accept or receive additional economic benefit, such as sales awards or other prizes, for providing advisory services to firm clients.

Item 6 – Supervision

Firm policies and procedures have been designed to ensure appropriate recordkeeping and supervision, and all associates are required to adhere to our firm's Code of Ethics and procedural guidelines. Bradley Weitzel, as Chief Compliance Officer, will monitor firm activities and the advice provided by performing the following ongoing reviews:

- Account opening documentation when the relationship is established
- Review of account transactions
- Assessments of the client's financial situation, objectives, and investment needs
- A review of client correspondence on an as needed basis
- Periodic internal firm review

Questions relative to the firm, its services or this Form ADV Part 2 may be made to the attention of Bradley Weitzel at (563) 583-6020. Additional information about the firm, other advisory firms, or an associated investment advisor representative is available on the Internet at www.adviserinfo.sec.gov. A search of this site for firms may be accomplished by firm name or a unique firm identifier, known as an IARD or CRD number. The IARD number for Weitzel Financial Services, Inc. is 27346. The business and disciplinary history, if any, of an investment advisory firm and its representatives may also be obtained by calling your state securities commission.

Item 7 – Requirements for State-Registered Advisors

There have been neither awards nor sanctions or other matter where Matthew Moore or Weitzel Financial Services, Inc. has been found liable in an arbitration, self-regulatory or administrative proceeding. Neither Matthew Moore nor Weitzel Financial Services, Inc. has been the subject of a bankruptcy petition.