

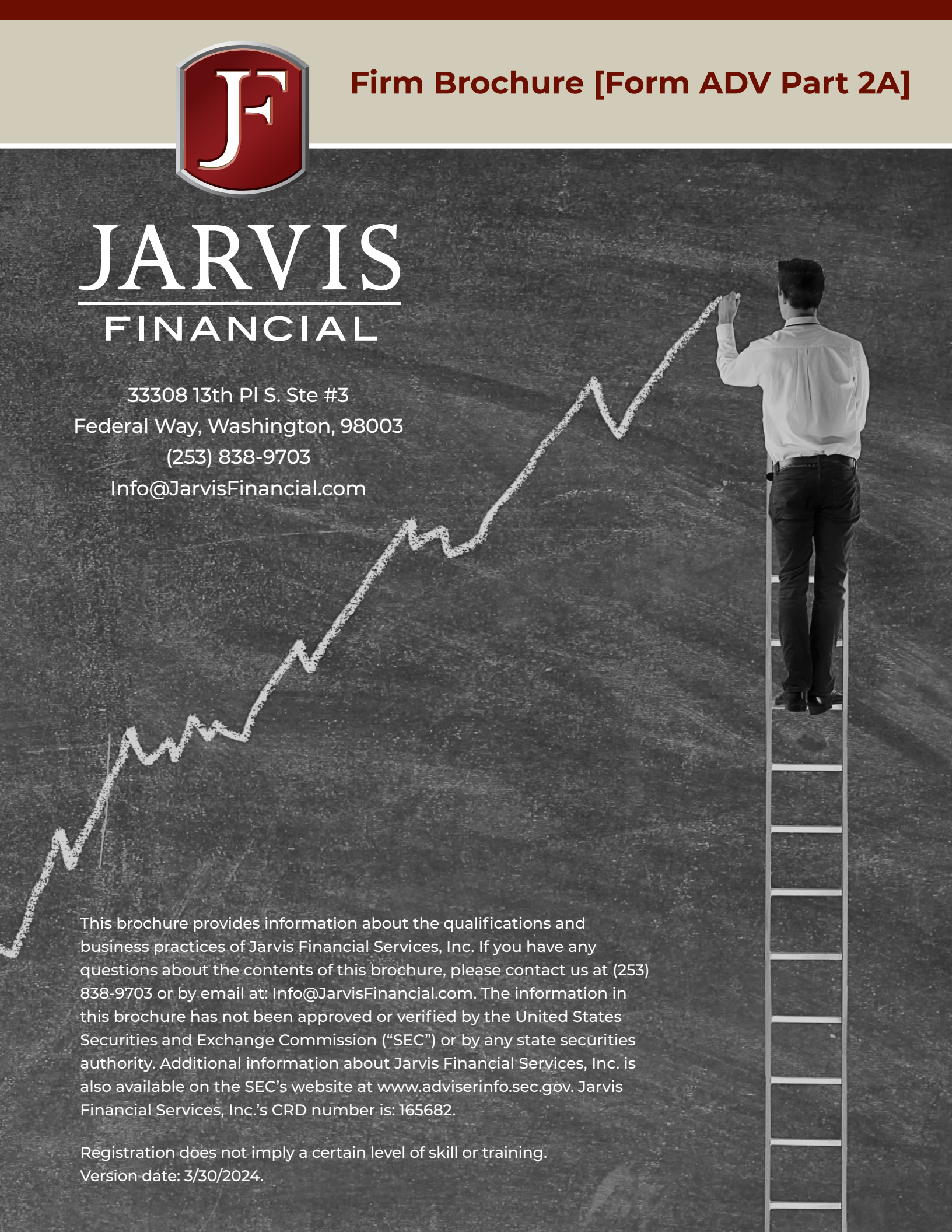


Firm Brochure [Form ADV Part 2A]

JARVIS

FINANCIAL

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This brochure provides information about the qualifications and business practices of Jarvis Financial Services, Inc. If you have any questions about the contents of this brochure, please contact us at (253) 838-9703 or by email at: Info@JarvisFinancial.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority. Additional information about Jarvis Financial Services, Inc. is also available on the SEC's website at www.adviserinfo.sec.gov. Jarvis Financial Services, Inc.'s CRD number is: 165682.

Registration does not imply a certain level of skill or training.
Version date: 3/30/2024.

We have not made any material changes to this Form ADV Part 2A brochure ("brochure") since the last annual updating amendment filing dated March 30, 2023.

We have made various minor changes and updates throughout this Brochure intended to improve transparency and readability. These changes are not material.

We will update this Brochure and summarize in this Item 2 the occurrence of any material changes with respect to our advisory business in accordance with applicable law. All current clients will receive a Summary of Material Changes to this and subsequent Brochures within 120 days of the close of our fiscal year and certain additional other-than-annual updates regarding changes with respect to our firm and our business practices promptly following their occurrence. Updated information concerning these changes will be provided to you free of charge. A Summary of Material Changes is also included within our Brochure found on the SEC's website at www.adviserinfo.sec.gov. You can obtain additional information about our firm by searching for us on the foregoing website by our firm name or by our unique IARD/CRD number (165682).

Currently, you may request our Brochure by contacting us at (253) 838-9703 or by email at: **Info@JarvisFinancial.com**.



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A | Description of the Advisory Firm

Jarvis Financial Services, Inc., dba “Jarvis Financial,” is a corporation organized in the State of Washington and an investment advisor registered with the SEC.

Nathaniel P. Jarvis, CFP® began what is now Jarvis Financial in September of 1990. Jarvis Financial was incorporated in 2004 and became an independent registered investment advisor in 2013. Nathaniel’s son, Matthew P. Jarvis, CFP® joined the firm in 2003 and became the firm’s sole owner in 2012. Our offices are located in Federal Way, Washington.

B | Types of Advisory Services

Jarvis Financial Services, Inc. (hereinafter, “JFS,” “firm,” “we,” “us,” and “our”) offers the following services to advisory clients (“client,” “you,” and “your”), each of which are designed to help you achieve your financial goals:

**Financial
Planning**

Financial plans and financial planning may include, but are not limited to advice with respect to some or all of the following financial topics: retirement income, risk management, tax reduction strategies, and investment strategies. Our financial planning advice may be delivered to you in the form of a written financial plan, a shorter report or checklist, or via informal discussions with you (in-person, via telephone or tele-video conference, or via e-mail), as we may agree in a written financial planning agreement.

The majority of our clients receive financial planning services in conjunction with our rendering of investment supervisory services. Those services are further described below. In this scenario, the client retains the sole discretion to accept or reject any of our financial planning advice, in whole or in part, and is responsible for implementation and monitoring of all investments held away from the accounts designated for our investment supervisory services. Our financial planning recommendations to investment supervisory clients are reviewed and updated periodically based on the client’s needs and reasonable requests for such reviews. In all such cases, we will review and update our financial planning recommendations to you at least annually.

On a limited basis, clients can engage us for financial planning services on a stand-alone basis for hourly fees. Under a stand-alone financial planning engagement, clients retain the sole discretion to accept or reject any of our financial planning advice, in whole or in part, and are responsible for implementation of investments (including the selection of service providers to be utilized), and their ongoing monitoring. For stand-alone financial planning engagements, unless otherwise agreed, we do not review or update our financial planning recommendations following their initial delivery to the client.

Investment Supervisory Services	<p>JFS offers ongoing portfolio management services based on the individual goals, objectives, time horizon and risk tolerance of each client. JFS creates an Investment Policy Statement for each client, which outlines the client's current financial situation (income, tax, and risk tolerance levels) and then constructs a plan to aid in the selection of a portfolio that matches with the client's specific situation. Investment supervisory services include, but are not limited to the following:</p> <ul style="list-style-type: none"> • investment strategy selection; • asset allocation recommendations; • risk tolerance analysis; • preparation of a personal investment policy statement; • asset selection recommendations; • regular portfolio monitoring; • tax efficient portfolio design; and • portfolio income analysis <p>JFS evaluates the current investments of each client with respect to their goals, risk tolerance levels, and time horizon for investment. JFS will request discretionary authority from client in order to select securities and execute transactions within the client's account held at an independent qualified custodian. With your grant of this authority, we will implement our investment recommendations within your account without obtaining your prior consent to each specific transaction. It is, however, the policy of JFS that whenever reasonable, potential changes are discussed with the client prior to implementation. In all cases, we exercise this authority in a manner consistent with our fiduciary duty to you and our understanding of your unique investment profile, objectives, needs, and restrictions. Risk tolerance levels are documented in the Investment Policy Statement, which is prepared and provided to each client. JFS typically requires clients to use Fidelity Brokerage Services LLC ("Fidelity") (CRD# 7784) as the custodian of their account. JFS has selected Fidelity based on their size, strength, reputation, and low fees. Each year we evaluate the major custodians to ensure that Fidelity is still the best fit for our clients' needs. Our brokerage practices are covered in more detail in Item 12 of this Brochure.</p>
Retirement Plan Consulting Services	<p>We offer retirement plan consulting services to qualified retirement plans and their fiduciaries based upon the needs of the plan and the services requested by the plan sponsor or named fiduciary. In general, these services may include a review of an existing plan, formulation of the investment policy statement, assistance selecting and monitoring plan service providers, recommendations regarding investment selection, on-going consulting, portfolio management services, and participant enrollment and investment education services.</p>

Selection of Other Advisers	<p>JFS has existing relationships with independent third party managers, including Investnet and RBC for a limited number of legacy client accounts. For this limited group of accounts, the third party manager deducts the total advisory fees payable by the client and remits our portion of the agreed upon fee to us, after deduction of their own advisory fees. We do not share in the fees paid to the third party manager. JFS does not utilize third party money managers for new client accounts. If at some future date JFS decided to recommend third party money managers to clients, each client would receive an updated Form ADV and would be required to execute a revised investment advisory contract.</p>
Services Limited to Specific Types of Investments	<p>JFS uses an extensive process to screen available investment options into a short list of mutual funds, equities (stocks), bonds, fixed income securities, debt securities, exchange traded funds (“ETFs”), Unit Investment Trusts (“UITs”), real assets, insurance products (including annuities), and government securities that will best accomplish our clients’ goals. JFS may use other securities as well to help diversify a portfolio when applicable and suitable to meet with the client’s investment needs and objectives.</p>

C | Client Tailored Services and Client Imposed Restrictions

JFS offers a similar suite of services to all of its clients. However, specific client financial plans and their implementation are dependent upon the client’s Investment Policy Statement which outlines each client’s current situation (income, tax levels, financial goals and risk tolerance levels) and is used to construct a client-specific plan to aid in the selection of a portfolio that comports with the client’s unique investment restrictions, needs, and targets.

JFS believes that financial planning should be specifically tailored to the unique situation of each client. Prior to creating a financial plan or investment recommendations, clients must provide full disclosure of their financial situation including pertinent statements, tax returns, estate documents and insurance information. In addition, JFS needs a thorough understanding of a client’s financial goals and concerns. Only then can JFS offer recommendations on how to best achieve a client’s goals.

Clients may impose in writing restrictions on JFS’s ability to invest in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent JFS from properly servicing the client account, or if the restrictions would require JFS to deviate from its standard suite of services, JFS reserves the right to reject the proposed restriction or to end the relationship.

D | Wrap Fee Programs

A wrap fee program is an investment program under which the costs of an investment advisor’s investment advice and the costs associated with the execution of brokerage transactions (e.g., trading commissions) charged by a broker-dealer are bundled together into a single asset-based fee. JFS does not participate in any wrap fee programs.

E | Amounts Under Management

As of December 31, 2023, JFS managed approximately \$172,003,021 of client assets on a discretionary basis another \$388,436 of client assets on a non-discretionary funds, for total regulatory assets under management of \$172,391,457.

Item 5

FEES AND COMPENSATION

A | Fee Schedule

Investment Supervisory Services Fees

Annual Fees	Total Assets Under Management
	Households over \$2,000,000: 1.0% annual fee
	Households under \$2,000,000: 1.5% annual fee

Clients are charged an annual asset-based fee for these services which is calculated as percentage of the market value of their assets under JFS’s management in accordance with the above fee schedule. On rare occasion, we may elect to negotiate these fees depending upon the needs of the client and the complexity of their situation, or other factors we deem relevant. Therefore, certain clients may pay fees which differ from those described in the above fee schedule. The final fee schedule is detailed in a written investment advisory agreement entered with the client prior to the commencement of our services. Fees are paid quarterly, in advance, and clients may terminate their contracts at any time upon written notice to JFS. Fees are pro-rated for relationships that begin at any time other than the start of a quarterly billing cycle based on the number of days during the period when services are provided. Upon termination, any fees charged for that quarter will be refunded in full. Clients may terminate their contracts without penalty, for full refund, within 5 business days of signing our written advisory agreement.

Stand-Alone Financial Planning Fees

Hourly Fees	Depending upon the complexity of the situation, the advisory personnel providing services, and the needs of the client, the hourly fee for these services range from \$250 to \$500. The fees are negotiable and the final fee schedule will be included in the written financial planning agreement entered with the client prior to the commencement of our services. All fees are paid upon delivery of our financial planning recommendations.
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B | Payment of Fees

Payment of Investment Supervisory Fees	<p>Advisory fees for investment supervisory services are typically withdrawn directly from the client’s account at the custodian upon the client’s written authorization for direct fee deduction. Fees are paid quarterly, in advance based on the market value of their accounts as of the end of the prior billing period.</p> <p>The custodian of your account (e.g., Fidelity) will independently send an account statement to you on a monthly basis, identifying the amount of funds and each security in your account at the end of the period and setting forth all transactions in the account during that period, including the amount of any advisory fees paid directly to us. The custodian is not responsible to verify our fee calculations. <i>We encourage you to review the custodian’s account statements carefully and promptly upon receipt.</i> If you believe we have miscalculated the advisory fees applied to your account or if you have any other questions regarding your account, you should contact us immediately at the phone number and e-mail address listed on the cover page of this brochure.</p> <p>In limited circumstances, clients will be offered the ability to be billed directly for investment supervisory services. In this situation, a quarterly invoice will be delivered to the client with fees due and payable (by check or other form of payment deemed acceptable by JFS) within 30 days of the date of our invoice.</p>
Payment of Financial Planning Fees	<p>All financial planning fees are paid upon completion and no upfront payments or deposits will be accepted or required.</p>

C | Clients are Responsible for Third Party Fees

In addition to our advisory fees, clients are responsible for the payment of certain fees charged by third parties such a broker-dealers and custodians (e.g., custodian fees, mutual fund and ETF internal fees and charges, transaction fees, wire transfer fees, etc.). Clients are also responsible for any taxes applicable to transactions or holdings in their accounts. Those fees and costs are separate and distinct from the advisory fees paid to JFS. However, it is JFS’s policy to deduct all trade fees paid by clients from our quarterly advisory fee in the quarter following the quarter in which they are charged. This policy creates a conflict of interest, since it may incentivize JFS to trade a client’s account less frequently or to select securities for your account that have reduced or waived trading fees. We address this conflict by always managing your account in accordance with our fiduciary duty to you. We always put your best interests first.

D | Prepayment of Fees

JFS collects fees for its investment supervisory services in advance. In the event these services are terminated at any time other than the end of the billing period, we will refund the client for the full amount of all fees collected in advance for the terminating billing period. Fees that had been deducted from a client’s account will be deposited back into the client’s account within fourteen days. We may charge a pro-rated fee (based on the number of hours of services provided) for financial planning services when these services are terminated prior to their completion. All such fees are due and payable to JFS immediately upon termination.

E | Outside Compensation for the Sale of Securities to Clients

JFS and its related persons do not receive any outside compensation for the sale of securities to clients. Certain related persons of JFS are independently licensed to sell insurance in one or more states acting as a direct agent representative of a specific insurance company or companies. Insurance related business may be transacted with advisory clients and licensed individuals may receive commissions from insurance products sold to clients. This arrangement creates a conflict of interest which is described in further detail in Item 10 of this brochure.

F | Rollover Recommendations

As part of our investment advisory services to you, we may recommend that you roll assets from your employer's retirement plan, such as a 401(k), 457, or ERISA 403(b) account (collectively, a "Plan Account"), to an individual retirement account, such as a SIMPLE IRA, SEP IRA, Traditional IRA, or Roth IRA (collectively, an "IRA Account") that we will manage on your behalf. We may also recommend rollovers from IRA Accounts to Plan Accounts, from Plan Accounts to Plan Accounts, and from IRA Accounts to IRA Accounts. When we provide any of the foregoing rollover recommendations we are acting as fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act ("ERISA") and/or the Internal Revenue Code ("IRC"), as applicable, which are laws governing retirement accounts.

If you elect to roll the assets to an IRA that is subject to our management, we will charge you an asset-based fee as set forth in the advisory agreement you executed with our firm. This creates a conflict of interest because it creates a financial incentive for our firm to recommend the rollover to you (i.e., receipt of additional fee-based compensation). You are under no obligation, contractually or otherwise, to complete the rollover. Moreover, if you do complete the rollover, you are under no obligation to have the assets in an IRA managed by our firm. Due to the foregoing conflict of interest, when we make rollover recommendations, we operate under a special rule that requires us to act in your best interests and not put our interests ahead of yours.

Under this special rule's provisions, we must:

- meet a professional standard of care when making investment recommendations (give prudent advice)
- never put our financial interests ahead of yours when making recommendations (give loyal advice)
- avoid misleading statements about conflicts of interest, fees, and investments.
- follow policies and procedures designed to ensure that we give advice that is in your best interests.
- charge no more than a reasonable fee for our services; and
- give you basic information about conflicts of interest.

Many employers permit former employees to keep their retirement assets in their company plan. Also, current employees can sometimes move assets out of their company plan before they retire or change jobs. In determining whether to complete the rollover to an IRA, and to the extent the following options are available, you should consider the costs and benefits of a rollover.

Note that an employee will typically have four options in this situation:

1. leaving the funds in your employer's (former employer's) plan
2. moving the funds to a new employer's retirement plan
3. cashing out and taking a taxable distribution from the plan; or
4. rolling the funds into an IRA rollover account.



Each of these options has positives and negatives. Because of that, along with the importance of understanding the differences between these types of accounts, we will provide you with a written explanation of the advantages and disadvantages of both account types and the basis for our belief that the rollover transaction we recommend is in your best interests.

Item 6

**PERFORMANCE-BASED FEES AND
SIDE-BY-SIDE MANAGEMENT**

JFS 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), nor do we participate in side-by-side management of client accounts.

Item 7

TYPES OF CLIENTS

JFS generally provides investment advice and/or management supervisory services to the following types of clients:

- Individuals;
- High-Net-Worth Individuals; and
- Pension and Profit Sharing Plans

**Minimum
Relationship
Size**

The services of JFS are best suited to the unique needs of clients whose nest egg exceeds \$500,000. This minimum may be waived by JFS based on the needs of the client, the complexity of the client's financial situation, and/or other factors we deem relevant.

Item 8

**METHODS OF ANALYSIS, INVESTMENT
STRATEGIES, AND RISK OF INVESTMENT LOSS**

A | Methods of Analysis and Investment Strategies

**Methods of
Analysis**

JFS utilizes a number of strategies to identify only those investments that give our clients the highest probability of achieving their financial goals. The strategies employed by JFS include fundamental analysis, technical analysis, and cyclical analysis. These methods of analysis are used as part of a long-term, buy and hold strategy based on academic research and historical evidence.

Fundamental analysis involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

Technical analysis involves the analysis of past market data; primarily price and volume.

Cyclical analysis involved the analysis of business cycles to find favorable conditions for buying and/or selling a security.

Investment Strategies

JFS uses long term trading and short term trading.

It is important to remember that ALL investments involve a risk of loss. Securities (stocks, bonds, mutual funds, ETFs) can experience substantial losses.

B | Material Risks Involved

No investment is free of risks. Current and prospective clients are cautioned that investments in securities involve risk of loss, including the possibility of a complete loss of the amount invested. All investors should be prepared to bear these risks. One of our top priorities is to make sure clients understand the investment risks they choose to take and help them select investment strategies that are appropriate for their risk tolerance.

Clients should note that we typically invest all or a substantial portion of their assets in mutual funds and ETFs. Investors are urged to consult the prospectus or other offering documents of each such mutual fund or ETF for additional risks and other considerations.

Methods of Analysis

Fundamental analysis concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

Technical analysis attempts to predict a future stock price or direction based on market trends. The assumption is that the market follows discernible patterns and if these patterns can be identified then a prediction can be made. The risk is that markets do not always follow patterns and relying solely on this method may not work long term.

Cyclical analysis assumes that the markets react in cyclical patterns which, once identified, can be leveraged to provide performance. The risks with this strategy are two-fold: 1) the markets do not always repeat cyclical patterns and 2) if too many investors begin to implement this strategy, it changes the very cycles they are trying to take advantage of.

Investment Strategies

Long term trading is designed to capture market rates of both return and risk. Frequent trading, when done, can negatively affect investment performance, particularly through increased brokerage and other transaction costs and taxes. As such JFS seeks to minimize the number of trades in client accounts.

Short term trading generally holds greater risk and clients should be aware that there is a material risk of loss using any of those strategies.

JFS attempts to reduce the risk of loss in client accounts. However, investing in securities always involves a risk of loss that you, as a client, should be prepared to bear.

C | Risks of Specific Securities Utilized

JFS generally seeks investment strategies that do not involve unusual risk beyond that of the general domestic and/or international equity markets.

Mutual Funds: Investing in mutual funds carries the risk of capital loss. Mutual funds are not guaranteed or insured by the Federal Deposit Insurance Corporation ("FDIC") or any other government agency. You can lose money investing in mutual funds. All mutual funds have costs that lower investment returns. They can be of bond "fixed income" nature (lower risk) or stock "equity" nature (explained below).

Equity Investment: generally refers to buying shares of stocks by an individual in return for receiving a future payment of dividends and capital gains if the value of the stock increases. There is an innate risk involved when purchasing a stock that it may decrease in value and the investment may incur a loss.

Treasury Inflation Protected/Inflation Linked Bonds: The risk of default on these bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal.

Fixed Income: is an investment that guarantees fixed periodic payments in the future that may involve economic risks such as inflationary risk, interest rate risk, default risk, repayment of principal risk, etc.

Debt Securities: carry risks such as the possibility of default on the principal, fluctuation in interest rates, and counterparties being unable to meet obligations.

Stocks & ETFs: Investing in stocks & ETFs carries the risk of capital loss (sometimes up to a 100% loss, in the case of a stock holding bankruptcy). Investments in these securities are not guaranteed or insured by the FDIC or any other government agency.

Real Estate Investment Trusts ("REITs"): have specific risks including valuation due to cash flows, dividends paid in stock rather than cash, and the payment of debt resulting in dilution of shares.

Real Assets (including commodities): We may recommend investments in real assets, including real estate (directly or through real estate investment trusts or other real estate derivatives), infrastructure (assets used to move or store goods, people, information, or energy), and commodity interests (e.g., oil, precious metals, and foodstuffs, typically accessed via commodity based ETFs). Real estate and infrastructure investments involve risks of casualty or condemnation, changes in local and general economic conditions, fluctuations in supply and demand, illiquidity, interest rates and availability of financing, changes in zoning, tax, and other laws, regulatory limitations on rents, property taxes, and operating expenses. The commodity futures interests which underlie commodities futures based ETFs involve significant risks, including high volatility, high leverage, illiquidity, supply and demand risk, environmental and weather related risks, and high transactions costs.

Long term trading: is designed to capture market rates of both return and risk. Due to its nature, the long term investment strategy can expose clients to various other types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

Short term trading: risks include liquidity, economic stability and inflation.

Past performance is not a guarantee of future returns. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

Item 9**DISCIPLINARY INFORMATION****A | Criminal or Civil Actions**

Neither JFS nor any of its associated persons have been, or are currently involved in any criminal or civil actions.

B | Administrative Proceedings

There are no administrative proceedings to report.

C | Self-regulatory Organization (SRO) Proceedings

There are no self-regulatory organization proceedings to report.

Item 10**OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS****A | Registration as a Broker/Dealer or Broker/Dealer Representative**

JFS and our related persons are not registered as and do not have any pending application(s) to become registered as a broker-dealer or as registered representatives of any broker-dealer.

B | Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity

JFS and our related persons are not registered as and do not have any pending application(s) to become registered as a futures commission merchant, commodity pool operator, a commodity trading advisor, or associated persons of any of the foregoing.

C | Relationships Material to this Advisory Business and Possible Conflicts of Interests

Nathaniel P. Jarvis and Allen Lee Gentry, IV are licensed in their individual capacities as insurance agents. Where appropriate, and in line with their fiduciary duty to JFS' advisory clients, they may offer clients advice with respect to insurance products and may sell insurance products to clients and collect separate and customary fees and commissions in connection with such transactions. The fees you pay to JFS for advisory services are separate and distinct from any compensation our related persons may receive as a result of selling insurance products to clients. These arrangements create a conflict of interest, insofar as they create a financial incentive for our related persons to recommend insurance products to clients in view of the additional compensation they may receive, rather than the client's best interests. JFS always acts in the best interests of its clients, including with respect to the recommendation and sale of any commissionable insurance products. Clients are never obligated to implement insurance recommendations through any of our related persons. JFS is always willing to disclose any compensation received by our related persons in connection with insurance products. We encourage you to inquire with us regarding the conflicts of interest arising from these insurance licensing of our related persons.

Matthew P. Jarvis is a partial owner of Retirement Tax Services (RTS), a tax preparation company. JFS recommends RTS to advisory clients in need of tax preparation services. Tax preparation services provided by RTS are separate and distinct from our advisory services and are provided for separately and require typical compensation. There are no referral fee arrangements between our firms for these recommendations. JFS's clients are not obligated to use RTS for any tax preparation services and conversely, no accounting client is obligated to use the advisory services provided by us. RTS's tax preparation services do not include the authority to sign checks or otherwise disburse funds on any advisory client's behalf.

D | Selection of Other Advisors or Managers and How This Advisor is Compensated for Those Selections

JFS has existing relationships with third party managers including Envestnet and RBC who provide service to certain legacy client accounts with unique investment goals. JFS does not utilize third party money managers for new client accounts. If at some future date JFS decided to recommend third party money managers to clients, each client would receive an updated Form ADV and would be required to execute a revised investment advisory agreement.

Item 11

CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS & PERSONAL TRADING

A | Code of Ethics

While the “Golden Rule” should suffice, we also have 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.

Our Code of Ethics is available free upon request to any client or prospective client.

B | Recommendations Involving Material Financial Interests

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

C | Investing Personal Money in the Same Securities as Clients

Because we “eat our own cooking,” representatives of JFS may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of JFS to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives benefiting from the recommendations they provide to clients. Such transactions may create a conflict of interest. JFS will always document any transactions that could be construed as conflicts of interest and will always transact client business before transacting in the same securities in their proprietary accounts.

D | Trading Securities At/Around the Same Time as Clients’ Securities

Due to the relative size and liquidity of the investments used by JFS, the timing of trades in client accounts vs. personal accounts of our related persons is not expected to influence the pricing received on client trades in the same securities. However, representatives of JFS will conduct all client transactions for a given day before placing any trades in the same positions for their personal accounts. This policy virtually eliminates the potential conflict of interest that could arise if representatives of JFS were to buy or sell securities before or after recommending securities to clients resulting in representatives benefiting from the recommendations they provide to clients.

A | Factors Used to Select Custodians and/or Broker/Dealers

As described in Item 4, we require that all clients of our investment supervisory services engage the custodial and trade execution services of Fidelity. We have selected Fidelity for this purpose based on their relatively low transaction fees, customer service, transparency, and access to a broad selection of investment options. Fidelity may charge their own trade fees related to transactions. The client may incur account maintenance and/or money movement charges directly from Fidelity.

In recommending broker-dealers, we have an obligation to seek the “best execution” of transactions in your account. This duty requires that we seek to execute securities transactions for clients such that the total costs or proceeds in each transaction are the most favorable under the circumstances. The determinative factor in the analysis of best execution is not the lowest possible commission cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of the recommended broker-dealer’s services. The factors we consider when evaluating a broker-dealer for best execution include, without limitation, the broker-dealer’s:

- execution capability;
- commission rates;
- financial responsibility;
- responsiveness and customer service;
- custodian capabilities;
- research services/ancillary brokerage services provided; and
- any other factors that we consider relevant.

Therefore, while we seek competitive commission rates, we may not obtain the lowest possible commission rates for specific account transactions. With this in consideration, our firm will continue to require that clients use Fidelity until their services do not result, in our opinion, in best execution of client transactions.

1. Research and Other Soft-Dollar Benefits

JFS receives research, products, or other services from its custodian Fidelity in connection with client securities transactions (“soft dollar benefits”). These soft-dollar benefits are minimal and consistent with industry standard practices. There is no minimum number of clients, assets under management, or amount of commissions generated that JFS must meet to receive free research from any custodian or broker-dealer, including Fidelity. Except for our receipt of these benefits, there is no incentive for JFS to direct clients to this particular broker-dealer over other broker-dealers who offer the same services. However, because JFS does not have to produce or pay for certain services or products, it has an incentive to choose a custodian (such as Fidelity) that provides those services based on its own interests rather than the clients’ interests. The first consideration when recommending broker-dealers to clients is best execution. JFS always acts in the best interest of its clients.

2. Brokerage for Client Referrals

JFS does not receive referrals of advisory clients from any broker-dealer or third party in exchange for using that broker-dealer or third party's services.

3. Clients Directed Brokerage

JFS will require clients to use a specific broker-dealer (Fidelity) to execute transactions. Not all investment advisors require their clients to engage the custodial and trade executions services of a specific broker-dealer or custodian. Because clients having accounts managed by our firm are typically required to open accounts with and use the custodial and brokerage transaction services of Fidelity, we may not be able to achieve the lowest cost execution of specific client transactions. Thus, the exclusive use of only Fidelity may cost clients more money compared to other arrangements.

B | Aggregating (Block) Trading for Multiple Client Accounts

JFS maintains the ability to block trade purchases across client accounts. Because Fidelity does not discount client trade fees from block trading, the decision to block trade (or not) has no impact on fees paid by clients.

Item 13 REVIEWS OF ACCOUNTS

A | Frequency and Nature of Periodic Reviews and Who Makes Those Reviews

Investment supervisory services accounts are monitored daily and reviewed at least monthly by Matthew P. Jarvis and/or Rhys Cooper with the assistance of various software programs. Matthew is the chief advisor and reviews clients' accounts with regard to clients' respective investment policies, risk tolerance levels, and financial goals. All accounts at JFS are assigned to these reviewers.

All financial planning accounts are reviewed upon financial plan creation and initial plan delivery by Matthew and/or Rhys. There is only one level of review and that is the total review conducted to create the financial plan. Clients who receive financial planning services in conjunction with investment supervisory services receive periodic reviews and updates to our financial planning recommendation as needed. Stand-alone financial planning clients do not receive updates or plan reviews following delivery of our investment planning recommendations unless specifically agreed. The client will pay an additional fee for all such reviews or updates at the agreed upon hourly rate.

B | Factors That Will Trigger a Non-Periodic Review of Client Accounts

Reviews of client accounts and financial plans (for client who receive financial planning in conjunction with investment supervisory services) may be triggered by material market, economic or political events, by changes in the client's financial situations (such as retirement, termination of employment, physical move, or inheritance) or simply at a client's request.

C | Content and Frequency of Regular Reports Provided to Clients

Clients receive standard account statements and trade confirmations from their custodian (typically, Fidelity) on a monthly basis, detailing all holdings and transactions in their account for the covered period, including the amount of any advisory fees paid to JFS from their account. Clients are encouraged to promptly review all account statements and other information received from the custodian of their account. In addition, JFS will send performance reports on a frequency determined by the relationship with each client (typically quarterly). These reports are designed to illustrate the long-term performance of client accounts.

Item 14**CLIENT REFERRALS AND OTHER COMPENSATION****A | Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)**

Except for any soft dollar benefits we receive from Fidelity described in Item 12 above and any insurance commissions received by our associated persons in connection with the recommendation and sale of insurance products to clients as described in Item 5 above, we do not receive any economic benefits or other compensation of any kind from any third parties in connection with the investment advice we render to our clients. As your fiduciary, we always put your interests first.

B | Compensation to Non – Advisory Personnel for Client Referrals

JFS does not directly or indirectly compensate any of its advisory personnel or any third parties for client referrals.

Item 15**CUSTODY**

When you engage us for investment supervisory services, your funds and securities will be held in an account titled in your name and maintained at an independent qualified custodian (typically, Fidelity). The custodian will be authorized to execute trades within your account upon our instruction, acting within the scope of the discretionary authority you grant us in our written advisory agreement and/or the custodian's account opening documents. Except for our ability to directly deduct our advisory fees and to disburse or transfer certain client funds pursuant to Standing Letters of Authorization ("SLOAs") executed at the option of the client, we will not maintain custody of any client funds or securities or the authority to obtain possession of them. Where a client has elected to execute a SLOA, JFS follows the guidance and additional safeguards set forth in the SEC's no-action letter to the Investment Advisers Association dated February 21, 2017. A copy of that no-action letter can be viewed at the following link:

www.sec.gov/divisions/investment/noaction/2017/investment-adviser-association-022117-206-4.htm.

Item 16**INVESTMENT DISCRETION**

When you engage us for investment supervisory services, we receive discretionary authority from you to select the identity and amount of securities to be bought or sold for your account and the timing of all transactions in such securities without obtaining your prior approval of each specific transaction. In all cases, we exercise this authority in a manner consistent with our fiduciary duty to you and our understanding of your unique investment profile, objectives, needs, and restrictions. Any investment guidelines and restrictions you wish for us to follow must be provided to us in writing. Our discretionary authority is formalized in a written advisory agreement executed by the client and in the account opening documents of your custodian (typically, Fidelity).

Item 17**VOTING CLIENT SECURITIES (PROXY VOTING)**

JFS will accept voting authority for client securities in certain cases. When JFS does accept voting authority for client securities, it will always seek to vote in the best interests of its clients. In the unlikely event of a conflict of interests, JFS will vote all proxies in accordance with the recommendations made by the issuing company's board of directors. Clients of JFS may obtain the voting record of JFS on client securities by contacting JFS at the phone number or e-mail address listed on the cover page of this brochure. Clients may obtain a copy of JFS's proxy voting policies and procedures upon request. Clients wishing to vote their own proxies are welcome to discuss them with JFS and/or direct their questions to the issuer of the security.

Item 18**FINANCIAL INFORMATION****A | Balance Sheet**

JFS does not require nor solicit prepayment of more than \$1,200 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

B | Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients

Neither JFS nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

C | Bankruptcy Petitions in Previous Ten Years

JFS has never been the subject of a bankruptcy petition.

Item 19**ADDITIONAL INFORMATION****Succession Agreement**

As a fiduciary, Jarvis Financial Services, Inc. has certain legal obligations, including the obligation to act in the best interests of its advisory clients. Jarvis Financial Services, Inc. maintains a Business Continuity and Succession Plan and seeks to avoid a disruption of service to clients in the event of an unforeseen loss of key personnel, or other event which disrupts our ordinary operations (e.g., technological failures, power failures, acts of god, war, terrorism, pandemic, etc.). To that end, Jarvis Financial Services, Inc. has entered into a succession agreement with Merriman Wealth Management, LLC effective April 16, 2015. Jarvis Financial Services, Inc. can provide additional information to any current or prospective clients upon request to Matthew Paul Jarvis at (253) 838-9703 or Info@JarvisFinancial.com.

Fiduciary Oath

Our fiduciary duty requires that we place your best interests first. Therefore, we are proud to commit to the following five fiduciary principles: We will always put your best interests first. We will act with prudence; that is, with the skill, care, diligence, and good judgment of a professional. We will not mislead you, and we will provide conspicuous, full and fair disclosure of all important facts. We will avoid conflicts of interest. We will fully disclose and fairly manage, in your favor, any unavoidable conflicts.

END OF BROCHURE

Please contact our office if you have any questions or concerns regarding this document.



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Jarvis Financial Services, Inc.
Form ADV Part 2B – Supplemental Disclosure Brochure

_____ for _____

Matthew Paul Jarvis

Personal CRD Number: 4703256
Investment Advisor Representative

This brochure supplement provides information about Matthew Paul Jarvis that supplements the Jarvis Financial Services, Inc. brochure. You should have received a copy of that brochure. Please contact us at the telephone number or e-mail address reflected above, if you did not receive Jarvis Financial Services, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Matthew is also available on the SEC's website at www.adviserinfo.sec.gov.

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Name: Matthew Paul Jarvis

Born: 1981

Education Background and Professional Designations:

Matthew has been providing comprehensive financial planning advice to clients since 2003. In addition to the education listed below, Matthew reviews an estimated 5,000 pages of financial text annually and attends training conferences across the country. This commitment to ongoing education enables Matthew to advise clients on the state of the investment markets and to manage their accounts accordingly.

Education

B.S. Business Administration - Finance, Thomas Edison – 2012

Designations:

CFP® - Certified Financial Planner™

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

Experience – (1) Complete at least three years (at least 6,000 hours) of full-time financial planning-related experience or (2) complete at least two years (at least 4,000) of full-time financial planning-related experience while under the supervision of a CFP® professional; and

Ethics – Agree to be bound by CFP Board's Code of Ethics and Standards of Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- **Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- **Ethics** – Renew an agreement to be bound by the Code of Ethics and Standards of Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

ChFC® - Chartered Financial Consultant®

ChFC® Minimum Qualifications:

- Bachelor’s degree or its equivalent, in any discipline, from an accredited university, this qualifies as one year of business experience.
- Three years of full-time business experience is required; this three-year period must be within the five years preceding the date of the award (part-time qualifying business experience is also credited toward the three-year requirement with 2,000 hours representing the equivalent of one year fulltime experience).
- Must fulfill the ChFC® seven course curriculum, as well as two additional elective courses.
- Pass the exams for all required and elective courses.
- Pass a background check and candidate fitness standards test. You must reveal any criminal history, pending litigation or ethical violations. The CFP board verifies all employment history, qualifications and disciplinary issues via FINRA’s Central Registration Depository.

Business Background	08/2003 – Present	Employee/Owner Jarvis Financial Services, Inc.
	03/2013 – Present	Investment Advisor Representative, Jarvis Financial Services, Inc.
	01/2018 – Present	Independent Consultant - TPR & RTS
	03/2006 – 09/2018	Registered Representative, Crown Capital Securities

Item 3**DISCIPLINARY INFORMATION**

Matthew has no legal or disciplinary events to disclose.

Item 4**OTHER BUSINESS ACTIVITIES**

Matthew provides coaching and consulting to other financial advisors around the country through his involvement with The Perfect RIA (TPR) and Retirement Tax Services (RTS, a tax preparation service). This does not create a conflict of interest with his role as an advisor. (See additional information regarding RTS in Item 10 of Jarvis Financial Service, Inc.'s Form ADV Part 2A)

Matthew is also actively engaged in his community and serves in various roles with numerous local organizations. All of these activities are on a pro-bono basis and do not conflict with his role as an investment advisor representative of Jarvis Financial Services, Inc.

Item 5**ADDITIONAL COMPENSATION**

Other than as described in Item 4 above, Matthew does not receive any economic benefit from any other person, company, or organization, in exchange for providing clients advisory services through Jarvis Financial Services, Inc.

Item 6**SUPERVISION**

As the owner and Chief Compliance Officer of Jarvis Financial Services, Inc., Matthew supervises all duties and activities of the firm. Matthew's contact information is on the cover page of this disclosure document. Matthew adheres to all required regulations regarding the activities of an investment advisor representative and follows all policies and procedures outlined in the firm's policies and procedures manual, including the Code of Ethics, and appropriate securities regulatory requirements.





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Jarvis Financial Services, Inc.

Form ADV Part 2B – Supplemental Disclosure Brochure

_____ for _____

Nathaniel Paul Jarvis

Personal CRD Number: 2295380

Investment Advisor Representative

This brochure supplement provides information about Nathaniel Paul Jarvis that supplements the Jarvis Financial Services, Inc. brochure. You should have received a copy of that brochure. Please contact us at the telephone number or e-mail address reflected above, if you did not receive Jarvis Financial Services, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Nathaniel is also available on the SEC's website at www.adviserinfo.sec.gov.

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Name: Nathaniel Paul Jarvis

Born: 1957

Education Background and Professional Designations:

Education:

ChFC, American College – 1995 (Voluntarily Lapsed in 2010)

Nathaniel Paul Jarvis has taken courses at Ricks College and Green River College.

Designations:

CFP® - Certified Financial Planner™

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

Experience – (1) Complete at least three years (at least 6,000 hours) of full-time financial planning-related experience or (2) complete at least two years (at least 4,000) of full-time financial planning-related experience while under the supervision of a CFP® professional; and

Ethics – Agree to be bound by CFP Board's Code of Ethics and Standards of Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- **Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- **Ethics** – Renew an agreement to be bound by the Code of Ethics and Standards of Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Business Background	08/1990 - Present	Financial Planner / Consultant, Jarvis Financial Services, Inc.
	03/2013 - Present	Investment Advisor Representative, Jarvis Financial Services, Inc.
	01/2018 - Present	Independent Consultant
	03/2006 - 09/2018	Registered Representative, Crown Capital Securities

Item 3 **DISCIPLINARY INFORMATION**

Nathaniel has no legal or disciplinary events to disclose.

Item 4 **OTHER BUSINESS ACTIVITIES**

Nathaniel is a licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a conflict of interest, as undisclosed commissionable products conflict with the fiduciary duties of a registered investment advisor. Jarvis Financial Services, Inc. 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 implement the plan through any representative of Jarvis Financial Services, Inc. in such individual’s capacity as a licensed insurance agent. Mr. Jarvis spends less than 5 hours per month on his outside business activities.

Item 5**ADDITIONAL COMPENSATION**

Other than as described in Item 4 above, Nathaniel does not receive any economic benefit from any other person, company, or organization, in exchange for providing clients advisory services through Jarvis Financial Services, Inc.

Item 6**SUPERVISION**

As an investment advisor representative of Jarvis Financial Services, Inc., Nathaniel's activities are supervised by the firm's Chief Compliance Officer, Matthew P. Jarvis. Matthew can be reached by phone at (253) 898-9703. All advice provided to client is reviewed by Matthew prior to implementation. Nathaniel's contact information is on the cover page of this disclosure document.





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Jarvis Financial Services, Inc.

Form ADV Part 2B – Supplemental Disclosure Brochure

_____ for _____

Rhys Colby Cooper

Personal CRD Number: 6870764

Investment Advisor Representative

This brochure supplement provides information about Rhys Colby Cooper that supplements the Jarvis Financial Services, Inc. brochure. You should have received a copy of that brochure. Please contact us at the telephone number or e-mail address reflected above, if you did not receive Jarvis Financial Services, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Rhys is also available on the SEC's website at www.adviserinfo.sec.gov.

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Name: Rhys Colby Cooper

Born: 1991

Education Background and Professional Designations:

Education:

B.S. Business Analytics, University of Tennessee at Chattanooga – 2018

Designations:

CFP® - Certified Financial Planner™

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

Experience – (1) Complete at least three years (at least 6,000 hours) of full-time financial planning-related experience or (2) complete at least two years (at least 4,000) of full-time financial planning-related experience while under the supervision of a CFP® professional; and

Ethics – Agree to be bound by CFP Board's Code of Ethics and Standards of Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- **Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- **Ethics** – Renew an agreement to be bound by the Code of Ethics and Standards of Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Business Background	10/2023 - Present	Financial Planner / Consultant, Jarvis Financial Services, Inc.
	08/2018 - 10/2023	Wealth Advisor Financial Insights

Item 3 **DISCIPLINARY INFORMATION**

Rhys has no legal or disciplinary events to disclose.

Item 4 **OTHER BUSINESS ACTIVITIES**

Rhys has no outside business activities.

Item 5 **ADDITIONAL COMPENSATION**

Other than as described in Item 4 above, Rhys does not receive any economic benefit from any other person, company, or organization, in exchange for providing clients advisory services through Jarvis Financial Services, Inc.

Item 6 **SUPERVISION**

As an investment advisor representative of Jarvis Financial Services, Inc., Rhys' activities are supervised by the firm's Chief Compliance Officer, Matthew P. Jarvis. Matthew can be reached by phone at (253) 898-9703. All advice provided to client is reviewed by Matthew prior to implementation. Rhys’ contact information is on the cover page of this disclosure document.



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Jarvis Financial Services, Inc.
Form ADV Part 2B – Supplemental Disclosure Brochure

_____ for _____

Allen Lee Gentry, IV
Personal CRD Number: 7415128
Investment Advisor Representative

This brochure supplement provides information about Allen Lee Gentry, IV that supplements the Jarvis Financial Services, Inc. brochure. You should have received a copy of that brochure. Please contact us at the telephone number or e-mail address reflected above, if you did not receive Jarvis Financial Services, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Allen is also available on the SEC's website at www.adviserinfo.sec.gov.

Item 2

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Name: Allen Lee Gentry, IV

Born: 1997

Education Background and Professional Designations:

B.S. Business Administration, Central Washington University – 2021

Business Background	01/04/2023 - Present	Paraplanner Jarvis Financial Services, Inc.
	07/21/2021 - 11/02/2022	Ameriprise Financial Services, LLC
	01/03/2017 - 06/18/2021	CWU
	01/2016 - 12/2016	Valley Buick GMC

Designations:

APMA® – Accredited Portfolio Management AdvisorSM

Individuals who hold the APMA® designation have completed a course of study encompassing client assessment and suitability, risk/return, investment objectives, bond and equity portfolios, modern portfolio theory and investor psychology. Students have hands-on practice in analyzing investment policy statements, building portfolios, and making asset allocation decisions including sell, hold and buy decisions within a client's portfolio. The program is designed for 80-100 hours of self-study. The program is self-paced and must be completed within one year from enrollment.

Continuing Education (CE)

To maintain the APMA® designation, individuals are required every two years to complete 16 hours of continuing education, reaffirm adherence to the Standards of Professional Conduct and comply with self-disclosure requirements. To learn more about the APMA® designation, visit <https://www.cffp.edu/>

Item 3

DISCIPLINARY INFORMATION

Allen has no legal or disciplinary events to disclose.

Item 4**OTHER BUSINESS ACTIVITIES**

Allen is a licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a conflict of interest, as undisclosed commissionable products conflict with the fiduciary duties of a registered investment advisor. Jarvis Financial Services, Inc. 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 implement the plan through any representative of Jarvis Financial Services, Inc. in such individual's capacity as a licensed insurance agent. Allen spends approximately two hours per month on his outside business activities.

Item 5**ADDITIONAL COMPENSATION**

Other than as described in Item 4 above, Allen does not receive any economic benefit from any other person, company, or organization, in exchange for providing clients advisory services through Jarvis Financial Services, Inc.

Item 6**SUPERVISION**

As an investment advisor representative of Jarvis Financial Services, Inc., Allen's activities are supervised by the firm's Chief Compliance Officer, Matthew P. Jarvis. Matthew can be reached by phone at (253) 898-9703. All advice provided to client is reviewed by Matthew prior to implementation. Allen's contact information is on the cover page of this disclosure document.

