

HOBERT & SVOBODA, INC.
WEALTH MANAGEMENT

FORM ADV - PART 2A
July 8, 2015

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This Brochure provides information about the qualifications and business practices of Hobert & Svoboda, Inc. (H&S). If you any questions about the contents of this Brochure, please contact H&S at (800) WLTH MGT (9584-648) or by email at info@hspdm.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.

Registration of an Investment Adviser does not imply any specific level of skill or training. Any information about H&S (CRD No. 25388), including a copy of its Form Part 1, is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Material Changes To This Brochure Since Its Last Annual Update February 2015

June 2015 – Hobert & Svoboda, Inc. has transitioned from registration with the SEC to registration with each state where it is required to be registered.

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Item 4 – Advisory Business

Hobert & Svoboda, Inc. (H&S) is a Wisconsin corporation offering both customized individually managed accounts through its Portfolio Design and Management Services (PDM) and also, retirement plan investment advisory services. H&S was incorporated in 1982 and the principal owners are Leonard T. Hobert and William J. Svoboda.

Portfolio Design and Management (PDM) Services

As Hobert & Svoboda, Inc. assists its clients in the management of their wealth, H&S's philosophy is that every client is entitled to honest, professional, and personalized service, and has the right to have his/her financial goals heard and understood - it is a responsibility taken quite seriously.

Each client's situation is unique due to different risk/reward parameters, liquidity and income needs, and time horizons over which performance is measured. H&S believes the client's portfolio must reflect these differences and has developed a proprietary system ranging from "Conservative Income," "Conservative Growth," "Moderate Growth" and "High Growth" allocation models. When appropriate, H&S may employ "active management" styles within these proprietary models whereby the advisor moves into individual funds to take part in market advances and then attempts to move to the safety of a money market fund, short-term bonds/treasuries, and/or specialized funds (such as inverse-funds) when markets decline.

H&S clients receive investment analysis, investment recommendations, and ongoing account monitoring services. H&S will exercise discretionary trading authority while providing services and will have the authority to purchase and sell of their choice in the amounts and at the times they believe it is suitable for a client's account to do so. The portfolio's initial investment and asset allocation recommendations are based on the financial information gathered from each client in an "Investment Strategy Questionnaire." Based upon this information, the client is provided with initial investment recommendations designed to provide an appropriate allocation model consistent with the client's objectives. The client's portfolio and its performance are monitored in light of the client's stated goals and objectives. H&S typically meet with the client on an as-needed or as-requested basis to discuss the portfolio. Clients are encouraged to contact their Representative at any time if they have questions about their accounts.

H&S does not take custody of client's investments. All investments managed are typically held at the brokerage firm through which transactions are placed. H&S does not assure or guarantee the results of its PDM Services; thus, losses can occur from following H&S's advice to any investment or investment approach, including using conservative investment strategies.

PDM Model Description of Portfolios

CONSERVATIVE INCOME I PORTFOLIO (CGI).

The investment objective of the portfolio is to preserve capital while achieving modest growth in value over the long-term. The portfolio will typically consist of funds that primarily invest in government and high grade corporate bonds, in proportions deemed appropriate for the Portfolio by H&S. Based upon the judgment of H&S, a portion of the Portfolio may also be invested in money market funds.

CONSERVATIVE GROWTH PORTFOLIOS (CGII and CGIII).

The investment objective of the Conservative Growth portfolios is to preserve capital while achieving modest growth in value over the long-term. The portfolios typically consist of funds that invest in both bonds and stocks. Based upon the judgment of H&S, a portion of the Portfolio may be invested in money market and/or inverse equity funds.

MODERATE GROWTH PORTFOLIOS (MGI, MGII, and MGIII).

The investment objective of the Moderate Growth portfolios is to provide growth in value that is consistent with prudent investment risk over the long-term. The portfolios typically consist of funds that invest in both bonds and stocks but are weighted toward stocks in proportions deemed appropriate for the Portfolio by H&S. Based upon the judgment of H&S, a significant portion of the Portfolio may be invested in money market and/or inverse equity funds.

HIGH GROWTH PORTFOLIOS (HG, HG Domestic, and HG International).

The investment objective of the High Growth portfolios is to maximize growth in value over the long-term. The portfolios typically consist of funds that invest primarily in stocks and, thus, will experience greater volatility than the Conservative and Moderate portfolios. Based upon the judgment of H&S, a substantial portion of the Portfolio may be invested in money market and/or inverse equity funds.

Retirement Plan Investment Advisory Services

H&S also offers differentiated levels of advisory services to retirement plans and to the participants of such plans (client). The services are designed to assist plan sponsors, plan trustees and investment committees in meeting their management and fiduciary obligations to Participants pursuant to the Employee Retirement Income and Securities Act ("ERISA").

In general, these services may include, but are not limited to, the plan's current investment platform, assisting the plan in creating an investment policy statement defining the types of investments to be offered and the restrictions that may be imposed, providing education services to plan participants, and monitoring the performance of the plan's investment vehicles. H&S will recommend changes in the plan's investment vehicles as may be appropriate from time to time.

H&S may also assist with participant enrollment meetings and provide investment-related educational seminars to plan participants on such topics as; diversification, asset allocation, risk tolerance and time horizon. The participants are responsible for any individual investment selection under the plan. H&S's education seminars may include other investment-related topics specific to a particular plan.

Subject to negotiability, the compensation arrangement for these services will be based on a fixed fee or a percentage of assets. All terms, including the agreed upon fee and payment schedule, will be evidenced in the advisory agreement. Either party to the pension plan may terminate the H&S agreement upon 30-days' written notice to the other party. The investment advisory fee will be prorated for the quarter in which the termination notice is given.

Assets under Management

As of December 31, 2014, Hobert & Svoboda Inc. manages approximately \$61,552,709 in assets. In addition, H&S is also retirement plan consultant to \$50,663,413 in qualified retirement plans.

Types of Securities

Hobert & Svoboda, Inc. believes that diversification is one of the keys to achieving long term investment success. PDM provides this diversification through the allocation of assets among various investments which may include, but not limited to, mutual funds, exchange-traded funds ("ETFs"), inverse and money market funds.

Under normal circumstances, fixed income securities include, but are not limited to, U.S. government/ government agency, U.S. corporate, and world bond funds; H&S may use other fixed income instruments to diversify a portfolio when applicable.

Equity asset classes include, but are not limited to, large cap, mid cap, small cap and international funds. In certain market conditions, H&S may include the use of “inverse funds,” the objective of which is to capture the inverse daily performance of the target index each day. “Inverse funds” will increase in value when the market declines and decrease in value when the market rises. Clients should carefully read the prospectus, statement of additional information and periodic shareholder reports for further details as to the specific risks associated with investing in any of these securities.

Item 5 – Fees and Compensation

For H&S accounts, the specific manner in which PDM fees are calculated is outlined in the client’s H&S PDM Agreement. H&S charges fees on a calendar-quarterly basis; after services are provided, in accordance with the contract’s schedule of fees as shown on “Addendum A.”

<u>PDM Advisory Services Agreement: Addendum A</u>	
<u>Fees for Services (1)</u>	
<u>Total Value of Portfolio (\$)</u>	<u>Based on Total Portfolio Value</u>
0 - 500,000	1.00%
500,001 - 1,000,000	0.75%
1,000,001- 2,000,000	0.60%
2,000,001- 10,000,000	0.45%
1. Fees more than \$10,000,000 negotiated based on size and type of account.	

All fees will be based on the total value of assets in client’s portfolio(s) at the end of the quarter. One quarter of the annual fee will be deducted from the account in the month following each quarter end. All fees are subject to negotiation; fees may be reduced from the standard fee schedule for charitable organizations and foundations.

Quarterly fees are directly debited from client accounts with written authorization. Should a client request fees to be invoiced directly to client, they are due within thirty days of the invoice date. If H&S does not receive a client’s fee within 45 days of the invoice date, client authorizes H&S to deduct the fees from the client’s account. The fee schedule on “Addendum A” may be modified by H&S upon written notice to the client.

Accounts that are initiated during a calendar quarter will be charged a prorated fee. If the client terminates an account within the first 3 months of opening an account, the customary first quarter fee will be deducted, from the account’s assets, for services rendered up to the date of termination. A client may terminate a PDM Agreement in writing at any time for any reason. Upon termination clients are obligated to compensate H&S for the balance of fees due (a pro-rated quarterly fee). For currently managed PDM accounts, if a client withdraws a total of \$100,000 or more (or a substantial portion of the account’s value) during the calendar quarter, H&S will access a prorated quarterly fee on the amount withdrawn.

H&S requires a minimum amount of \$100,000 to be classified as being a client for PDM advisory services, although this may be negotiable under certain circumstances. H&S may group certain related client accounts for the purpose of achieving the minimum account size. The minimum annual fee per account is \$1,000 (this may vary if accounts are grouped together).

Other Important Considerations for PDM Accounts

Hobert & Svoboda, Inc.'s advisory fees are exclusive of transaction fees (for example, ETFs), and other related costs and expenses which could be incurred by the client. When clients open a new account with H&S, clients should be aware that in the event that mutual funds or other securities are initially liquidated to open an H&S account to be managed, or sold thereafter while the account is being managed, substantial costs could be incurred. For example, securities with a low cost basis sold at a higher market value could result in substantial taxable capital gains. Also, to the extent that certain mutual fund classes are sold, such as "B Class" shares, deferred sales charges could occur with the liquidation.

Currently, PDM accounts are custodied at Charles Schwab & Co., Inc. (Schwab). Schwab (and any other custodian) may impose certain charges when opening a new account, closing an account, and initialing wire transfers. Other fees and taxes on brokerage accounts and security transactions may also occur. While the mutual funds that H&S generally purchase from Schwab are generally no-load, no-transaction fee funds, the fund may impose a "Contingent Redemption Fee (CRF)" which is a fee that is deducted when the fund is sold within a certain time period after it was purchased (commonly 30, 180 or 365 days). CRF fees are normally associated with fund asset classes that have higher market volatility (i.e. high yield bond, small cap and foreign funds). Clients should be aware that in addition to H&S's advisory fee, each mutual fund also has internal fees; a management fee (expense ratio) and possibly a 12b1 fee (these fees are disclosed in a fund's prospectus). These fees will reduce the net asset value of the fund's shares.

Clients should be aware that in order to purchase certain mutual funds, a minimum investment amount may be required by both the mutual fund and Schwab's fund agreement. These minimum purchase amounts often require a minimum portfolio value large enough to cover the minimum purchase amounts.

The said above charges, fees and commissions are exclusive of and in addition to Hobert & Svoboda's PDM advisory fee. Hobert & Svoboda Inc. refuses to accept any portion of the above said commissions, fees, and costs.

Fees for Retirement Plan Investment Advisory Services

In providing retirement plan investment advisory services, the "schedule of fees" is referenced below. All fees are subject to negotiation; as well as being based on a number of factors; including, but not limited to, asset size of plan and the participant base. The fee is payable quarterly and coordinated with the plan trustee(s) and the plan's third party administrator. H&S charges fees on a calendar-quarterly basis; after services are provided, in accordance with the contract's schedule of fees as shown on "Addendum A."

<u>Retirement Plan Investment Advisory Services</u>		
<u>Total Value of</u>		<u>Amt of Annual Fee Based on</u>
<u>Portfolio (\$)</u>		<u>Total Portfolio Value</u>
0-	2,000,000	0.75%
2,000,001-	3,000,000	0.65%
3,000,001-	5,000,000	0.60%
5,000,001-	10,000,000	0.50%
10,000,001-	12,500,000	0.40%
12,500,001-	14,000,000	0.35%
14,000,001-	16,000,000	0.25%
16,000,001 +		0.15%
Each bracket is billed at the rate shown; fee structure is cumulative, not retroactive.		

Item 6 – Performance-Based Fees and Side-By-Side Management

H&S does not charge performance-based fees. All fees are discussed in Item 5; Fees and Compensation.

Item 7 – Types of Clients

Hobert & Svoboda, Inc. provides investment advisory services to the following types of clients:

- Individuals, Personal Trusts and Estates
- Retirement Plans – 401(k) and other employee directed plans governed by the Employee Retirement Income Security Act of 1974 (ERISA)
- Corporations and Businesses – taxable business entities
- Non-profit Organizations & Foundations

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

Hobert & Svoboda, Inc. follows a disciplined research and evaluation process to identify appropriate investments for each model portfolio based upon its target allocation and volatility parameters.

Portfolio Objective Determination

The cornerstone of PDM is a process that recognizes the importance of each client's specific objectives and investment profile. The optimization process takes into account three major variables:

- The market volatility of each asset class including severity and duration of down periods and recovery periods for each asset class after a down period.
- The relationship between each asset class and every other asset class in terms of market behavior. Clients may not impose restrictions on investing in certain securities or types of securities.
- The extent to which a particular investor is willing to incur risk; risk being defined as the probability of loss over any moving four quarter period.

The conservative, moderate, or high growth portfolio(s) allocations best suited for each client are determined by analyzing the client's "Investment Strategy Questionnaire" and personal interviews(s). Investment policy statements (IPS) are created that define the stated goals and objectives of each client.

PDM Methods of Analysis and Investment Strategies

H&S's methods of analysis include, charting analysis, fundamental analysis, technical analysis and cyclical analysis as well as technical research from financial publications and subscription materials prepared by technical and stock market analysts.

PDM's investment strategies are usually implemented via a select core group of no-load, no transaction mutual funds and/or ETFs. In selecting funds for a client's portfolio, H&S looks for managers with distinct investment styles and uses a number of outside services to perform its initial due diligence. The quantitative screening of each Morningstar fund category significantly reduces the number of potential candidates. From there, the qualitative standards are applied to create a preferred fund lineup as well as building a strong "backup" of secondary fund choices should the preferred funds close to new investors or fall in H&S's proprietary ranking system.

Investment selections in each asset class are evaluated based upon performance versus objective over various time periods. Quantitative factors used in the screening process include, but are not limited to; returns versus peer funds (1, 3, 5 year total returns), volatility measures, return to risk measures (Sharpe Ratio), expense

ratio and portfolio turnover. Evaluation of qualitative factors includes; management qualifications, tenure and consistency of investment philosophy/style, investment process/decision making procedures, style consistency and portfolio or sector concentration.

Other internal factors are also evaluated such as consistency of performance over multiple market cycles versus episodic returns. Performance of each portfolio and the underlying funds are regularly monitored to assess whether the investments continue to meet H&S's criteria.

Risk of Loss

There is no assurance that the no-load mutual funds/ETFs will perform in any particular manner. Clients should carefully read the prospectus of each mutual fund/ETF before they invest. Further, depending on the different type of investments, there may be varying degrees of risk:

- *Market Risk:* The price of a security may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances.
- *Interest-rate Risk:* Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- *Inflation Risk:* When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- *Foreign Risk:* Investments in overseas markets (international securities) have special risks, including currency fluctuation and political risks, and such investments may be more volatile than that of a U.S. only investment. The risks are generally intensified for investments in emerging markets.
- *Currency Risk:* Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as "exchange rate risk."
- *Political and Legislative Risk:* Companies face a complex set of laws and circumstances in each country in which they operate. The political and legal environment can change rapidly and without warning, with significant impact, especially for companies operating outside of the U.S. or those companies who conduct a substantial amount of their business outside of the U.S.
- *Reinvestment Risk:* This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- *Liquidity Risk:* Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- *Management Risk:* Investments may also vary with the success and failure of H&S investment strategies, research, analysis, assessment of market conditions and of the type of securities held. If H&S's strategies do not produce the expected returns, investments could decrease in value.

Item 9 – Disciplinary Information

Hobert & Svoboda, Inc. has no legal or disciplinary events that could be considered material to a client's or perspective client's evaluation of H&S's advisory business or the integrity of H&S's management.

Item 10 – Other Financial Industry Activities and Affiliations

Hobert & Svoboda, Inc. and its related persons are not engaged in any other financial industry or activities and have no other industry affiliations to disclose.

Item 11 – H&S Code of Ethics, Participation or Interest in Client Transactions & Personal Trading

Hobert & Svoboda, Inc. has adopted a Code of Ethics (the "Code") for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of

rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things.

Hobert & Svoboda, Inc. anticipates that, in appropriate circumstances, consistent with clients' investment objectives, it will cause accounts over which H&S has management authority to effect, and will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which H&S, its affiliates and/or clients, directly or indirectly, may have a position of interest. H&S's employees and persons associated with H&S are required to follow the Code of Ethics. Subject to satisfying this policy and applicable laws, H&S officers/directors/employees and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for H&S's clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of H&S will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Employee trading is continually monitored under the Code of Ethics, to reasonably prevent conflicts of interest between H&S and its clients.

Certain affiliated accounts may trade in the same securities with client accounts on an aggregated basis when consistent with H&S's obligation of best execution. In such circumstances, the affiliated and client accounts will share commission costs equally and receive securities at a total average price. H&S will retain records of the trade order (specifying each participating account) and its allocation, which will be completed prior to the entry of the aggregated order. Completed orders will be allocated as specified in the initial trade order. Partially filled orders will be allocated on a pro rata basis. Any exceptions will be explained on the order.

H&S employees must acknowledge the terms of the Code of Ethics at least annually. Any individual not in compliance with the Code of Ethics may be subject to termination. H&S's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting William Svoboda, Chief Compliance Officer.

Item 12 – Brokerage Practices

Selecting Brokerage Firms

For PDM client investment advisory accounts, H&S recommends that clients establish a brokerage account at Charles Schwab & Co., Inc. (Schwab), a registered broker dealer, member SIPC, to maintain custody of clients' assets and to effect trades for their accounts. The Custodian was suggested based on Schwab's domination in the mutual fund/ETFs marketplace, its comprehensive investment research tools and the insurance offered to protect client accounts.

H&S is independently owned and operated and not affiliated with Schwab. Schwab provides H&S with access to its institutional trading and custody services, which are typically not available to Schwab retail investors. Schwab's services include brokerage, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

For Retirement plans, H&S serves as investment adviser and uses an array of custodians to reflect the corporate and plan participant's needs; including Schwab Trust (a division of Charles Schwab & Co., Inc.), Fidelity Investments and other qualified platforms.

Soft Dollars

Charles Schwab & Co., Inc. makes available to H&S other products and services that benefit H&S but may not directly benefit its clients' accounts. Some of these other products and services assist H&S in managing and administering clients' accounts. Other products and services include software and other technology that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts), provide research, pricing information and

other market data, facilitate payment of H&S's fees from its clients' accounts, and assist with back-office functions, recordkeeping and client reporting.

Many of these services generally may be used to service all or a substantial number of H&S's accounts, including accounts not maintained at Schwab Institutional. Schwab Institutional also makes available to H&S other services intended to help H&S manage and further develop its business enterprise. Schwab's services may include (but are not limited to) consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, and marketing. In addition, Schwab may make

available, arrange and/or pay for these types of services rendered to H&S by independent third parties. Schwab Institutional may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to H&S.

While as a fiduciary, H&S endeavors to act in its clients' best interests, H&S's requirement that clients maintain their assets in accounts at Schwab may be based in part on the benefit to H&S of the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by Schwab, which may create a potential conflict of interest.

Item 13 – Review of Accounts

Each PDM portfolio is closely reviewed and assets are periodically "rebalanced" to maintain the client's initial allocation into the designed model portfolio. Such reviews are performed by each client's H&S representative. Annually, clients are asked to review their investment objective through an annual "suitability questionnaire" to insure on-going oversight of their account.

H&S provides each client receiving PDM services an easy to understand quarterly report detailing the performance of his/her investment portfolio(s). In addition to H&S' easy to read quarterly Portfolio Performance Report, the firm also provides its clients with a wide variety of portfolio management reports. While the calendar is the main triggering factor, account reviews are also conducted due to a client request and/or a change in investment objectives.

H&S, as a Retirement Plan Investment Advisor, acts in full cooperation with the company and the plan's trustees to provide detailed report activity and reviews as directed by management and the plan administrator.

Item 14 – Client Referrals and Other Compensation

Client Referrals, Payments to Third Parties

H&S may from time to time compensate third parties for referring clients to H&S. Such referral fees are only paid pursuant to a written agreement with the referrer and are fully disclosed to the client in advance of H&S providing its services. If referral fees are paid, they are paid to the referrer from the published fees collected by H&S and do not represent an increased cost to the client.

H&S has also received client referrals from Charles Schwab & Co., Inc. ("Schwab") through H&S's participation in the Schwab Advisor Network (the "Service"). The Service is designed to help investors identify an independent investment advisor to work with.

H&S pays Schwab a Participation Fee on all referred clients' accounts that are maintained in custody at Schwab and a Non-Schwab Custody Fee on all accounts that are maintained at, or transferred to, another custodian. The Participation Fee paid by H&S is a percentage of the fees the client owes to H&S or a percentage of the value of the assets (at quarter's end) in the client's account, subject to a minimum Participation Fee. H&S pays Schwab

the Participation Fee for as long as the referred client's account remains in custody at Schwab. The Participation Fee is billed to H&S quarterly and paid by H&S and not the client.

Item 15 – Custody

Client Custody – Fee Debiting

Hobert & Svoboda, Inc. does not take custody of client funds or securities. These safekeeping services are typically provided to managed accounts only the brokerage firm processing the securities transactions ordered by us.

H&S does direct deduct fees from client accounts after first receiving authorization from the client to do so; the client will received an invoice from us detailing the fee to be deducted as well as a quarterly statement from the custodian showing the advisory fee deduction.

To the extent a client receives any account or other investment ownership statement from us; we recommend the client compare the information in the report to the information provided in the custodian's statements.

Account Statements

All assets are held at qualified custodians. Custodians will provide account statements directly to clients, either through the mail or paperless, at least quarterly. Clients may also receive access to their account information online at any time.

As described in Item 13, "Review of Accounts," clients will receive statements from the custodian that holds and maintains client's investment assets. Clients are urged to carefully review such statements and compare official custodian records to the account statements or other reports that H&S provides. Statements provided by H&S may vary from custodian statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

The custodian's statement(s) include individual holdings, cost basis information, deposits and withdrawals (including advisory fees disbursements), and income and dividends. In addition, the custodian provides clients with trade confirmations for each position bought and sold. H&S urges clients to carefully review their statements and compare their custodian records to the account statements provided by H&S. H&S's statements may vary from custodial statements based on accounting procedures, reporting dates, and/or valuation methodologies of certain securities.

Item 16 – Investment Discretion

Discretionary Authority for Trading in PDM Accounts

Hobert & Svoboda, Inc. accepts discretionary authority from the client at the outset of an advisory relationship. This authority, as defined in the PDM Agreement, allows H&S to select the identity and amount of securities to be bought and sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account.

Limited Power of Attorney

Through the PDM Agreement, H&S may accept limited power of attorney to act on a discretionary basis on behalf of clients. A limited power of attorney allows H&S to execute trades on behalf of clients. When such

limited powers exist between H&S and the client, H&S has the authority to determine, without obtaining specific client consent, both the amount and type of securities to be bought to satisfy client account objectives.

Additionally, H&S may accept any reasonable limitation or restriction to such authority on the account placed by the client. All limitations and restrictions placed on accounts must be presented to H&S in writing.

Item 17 – Voting Client Securities

As a matter of firm policy and practice, Hobert & Svoboda, Inc. does not vote proxies on behalf of clients who receive such notices from their account's custodian. Clients are instructed to read through the information provided with the proxy-voting documents and make a determination based on the information provided. . H&S also does not take action or legal notices it or a client may receive from issuers of securities held in a client's managed account.

Item 18 – Financial Information

Hobert & Svoboda, Inc. has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

Item 19 – Requirements for State-Registered Advisors

Background Information. See the attached Schedule 2B for background information about management personnel and those giving advice on behalf of H&S.

Other Business. H&S and its supervised persons are not engaged in any business not described in the Schedule 2B Brochure.

Performance Based Fees. See Item 5 regarding compensation for advisory services with performance based fees.

Legal Events. Neither H&S nor any of its management persons has been involved with (1) any arbitration claim of any kind; (2) any self regulatory organization or administrative proceeding of any kind other than as specified in response to Item 9.

Relationships. Neither H&S nor any of its management persons have a relationship with an issuer of securities.

CLIENT PRIVACY POLICY NOTICE

H&S is committed to the privacy of your information and will use strict standards to safeguard it.

When clients employ Hobert & Svoboda, Inc. as their investment advisor, they entrust H&S not only with their assets, but also with their personal financial data. H&S considers all information to be private and confidential, and we will hold ourselves to the highest standard of trust and fiduciary duty in its safekeeping of information. Protecting your privacy is important to us. H&S wants its clients to understand what information is collected and it is used.

H&S collects only information that is needed to serve you and administer its business.

In the process of serving clients, H&S becomes stewards of certain “nonpublic personal information” – information about you that is not available publicly. The clients’ information collected and stored generally consists of the following:

- Information clients provide directly or indirectly to H&S on applications or other forms, correspondence or through conversations (such as name, social security number, home or business address, an e-mail address, phone number, assets, income, date of birth, occupation, etc.)
- Information related to client transactions with H&S (such as account numbers, account balances, transaction details and other financial information)
- Information received from third parties such as broker statements, custodial statements and trade confirmations

H&S limits the collection and use of information about clients to that which is necessary to administer its business and serve its clients.

H&S carefully limits and controls the sharing of your information.

In order to protect client privacy, we carefully control the way in which any information about clients is shared. H&S does not disclose information about its clients or former clients to anyone, except as necessary in the management of the account and as permitted or required by law.

H&S is permitted by law to disclose some or all of the information we collect as described above to other advisers, custodians, brokers, administrators or any firms that assist us in maintaining and supporting the financial products and services provided to its clients. For example, custodians may require information to process security transactions for a client’s account.

H&S is committed to the privacy and security of current and former client nonpublic personal information and will use strict security standards to safeguard it.

H&S employees are held accountable for adhering to strict policies and procedures to prevent any misuse of client nonpublic personal information. Employees are bound by this privacy policy and are educated and trained annually on the implementation of our security principles and practices.

Information Security Program - Hobert & Svoboda, Inc. maintains an information security program to reduce the risk that client personal and confidential information may be breached and to ensure that your information is not placed at unreasonable risk. H&S has implemented security standards and processes - including, electronic and procedural safeguards - to ensure that access to customer information is limited to employees and registered investment representatives.

BROCHURE SUPPLEMENT

FORM ADV PART 2B

July 8, 2015

Hobert & Svoboda, Inc.
350 Bishops Way, Suite 206
Brookfield, Wisconsin 53005-6221

Phone (262) 782-8900; (800) WLTH MGT
Fax (262) 782-4784

This brochure supplement provides information about William J. Svoboda that supplements the firm's brochure. Please contact Hobert & Svoboda, Inc. (H&S) if you did not receive the firm's brochure or if you have any questions regarding the contents of this supplement.

Additional information about William J. Svoboda is available on the SEC's website at www.adviserinfo.sec.gov.

William J. Svoboda

Item 2 – Educational Background and Business Experience

Mr. Svoboda was born March 28, 1952. As a high school “International Science Fair” finalist, Mr. Svoboda was offered numerous scholarships. He accepted a full 4-year science scholarship to Marquette University where he graduated in 1974.

In May of 1976, Mr. Svoboda was licensed as a real estate broker. From August of 1983 until May of 1984, Mr. Svoboda was President and Director of Svoboda Securities Corporation, a securities broker/dealer located in Brookfield, Wisconsin, registered with the Securities and Exchange Commission, a member of FINRA and licensed by the Wisconsin Commissioner of Securities. In March of 1984, Mr. Svoboda joined Hobert & Svoboda, Inc., as an officer and director.

Mr. Svoboda is a member of the Financial Planning Association (FPA) of Southern Wisconsin as well as a member of the Wisconsin Realtors Association.

Currently, Mr. Svoboda is President, Chief Operating Officer and Chief Compliance Officer of Hobert & Svoboda, Inc. He specializes in developing and implementing investment strategies for corporate pension and profit-sharing plans, individuals, trusts, estates and charitable organizations.

Mr. Svoboda is a marquee speaker addressing market trend analysis relying upon a research driven approach toward identifying those factors which pre-stage substantial moves in the market.

Item 3 – Disciplinary Information

William Svoboda has not been involved in any legal or disciplinary events that would be material to a client’s evaluation.

Item 4 – Other Business Activities

Mr. Svoboda is a licensed, but non-practicing, real estate broker in the State of Wisconsin. Mr. Svoboda has served as a State Director and District Vice President for the Wisconsin State Board of Realtors.

Item 5 – Additional Compensation

Mr. Svoboda does not receive economic benefits from any person or entity other than Hobert & Svoboda, Inc.

Item 6 – Supervision

As an owner, Chief Executive Officer and Chief Compliance Officer, Mr. Svoboda maintains ultimate responsibility for the company’s operations. Mr. Svoboda discusses operational and research decisions with senior officers and tax consultants as they relate to the tax aspects of H&S, and Quarles & Brady LLC concerning legal matters relating to H&S compliance and operational matters.

Mr. Svoboda and senior officers ensure that H&S has adopted and implemented written procedures reasonably designed to prevent violations and abide by federal securities laws. The firm maintains oversight through regularly scheduled meetings of all investment personnel and through implementation of its firm-wide compliance program.

Item 7 – Requirements for State-Registered Advisers

Mr. Svoboda has not been involved in: (a) any arbitration claim alleging damages in excess of \$2,500 resulting in an award or being found liable; (b) any self-regulatory organization, or administrative proceeding resulting in an award or being found liable; or (c) a bankruptcy petition.

Previously, Mr. Svoboda and two other family members a.k.a. “Svoboda Investment Group” participated in a real estate investment project. In 1995, the partnership re-organized with one member exiting the partnership. A civil suit determined that Mr. Svoboda pay \$86,808.48 to the “exiting” partner for his portion of the investment.