

This brochure supplement provides information about John Lawrence Langer that supplements the Sterling Investment Counsel, LLC brochure. You should have received a copy of that brochure. Please contact John Lawrence Langer if you did not receive Sterling Investment Counsel, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about John Lawrence Langer is also available on the SEC's website at www.adviserinfo.sec.gov.

Sterling Investment Counsel, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

John Lawrence Langer

Personal CRD Number: 3221100

Investment Adviser Representative

Sterling Investment Counsel, LLC
360 Delaware Avenue, Suite 206
Buffalo, NY 14202
(716) 783-7054
jlanger@jmlvwealthplanning.com

UPDATED: 04/24/2017

Item 2: Educational Background and Business Experience

Name: John Lawrence Langer **Born:** 1954

Educational Background and Professional Designations:

Education:

M.B.A. Finance, University of Rochester - 1978

B.S. Economics, Canisius College - 1976

Business Background:

04/2016 - Present	Investment Adviser Representative Sterling Investment Counsel, LLC
04/2000 - Present	Financial Planner Jensen, Marks, Langer & Vance LLC
11/2007 - Present	Registered Representative, Investment Adviser Representative SII Investments, Inc.
04/2000 - 11/2007	Registered Representative, Investment Adviser Representative 1717 Capital Management Company

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

John Lawrence Langer is a registered representative with another firm, SII Investments, Inc. From time to time, he will offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable

products can conflict with the fiduciary duties of a registered investment adviser. Sterling Investment Counsel, LLC always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services *of* any representative of Sterling Investment Counsel, LLC in such individual's outside capacity.

John Lawrence Langer is an investment adviser representative with another firm, SII Investments, Inc. From time to time, he will offer clients advice or products from this activity. Sterling Investment Counsel, LLC always acts in the best interest of the client. Clients are in no way required to utilize the services of any representative of Sterling Investment Counsel, LLC in such individual's outside capacity.

John Lawrence Langer is a licensed insurance agent. From time to time, he will offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Sterling Investment Counsel, LLC always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Sterling Investment Counsel, LLC in their capacity as a licensed insurance agent.

Item 5: Additional Compensation

John Lawrence Langer does not receive any economic benefit from any person, company, or organization, other than Sterling Investment Counsel, LLC in exchange for providing clients advisory services through Sterling Investment Counsel, LLC.

Item 6: Supervision

As a representative of Sterling Investment Counsel, LLC, John Lawrence Langer is supervised by Christopher M Marks, the firm's Chief Compliance officer. Christopher M Marks is responsible for ensuring that John Lawrence Langer adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Christopher Marks is (716) 783-7054.