

Item 1: Cover Page
Part 2B of Form ADV: Brochure Supplement
April 2020



30700 Russell Ranch Road, Suite 250
Westlake Village, California 91362
www.StravaFinancial.com

Eric Stein

Firm Contact:
David Bryant
Chief Compliance Officer

This brochure supplement provides information about Mr. Stein that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Bryant if you did not receive Strava Financial, LLC's brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Stein is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #2835495.

Item 2: Educational Background & Business Experience

Eric Stein

Year of Birth: 1972

Educational Background:

- 1994: Indiana University, Bloomington; Bachelor of Science in Finance

Business Background:

- 12/2019 – Present: Strava Financial, LLC; Investment Strategist
- 10/2018 – Present East Bay Financial Services, LLC; Partner
- 03/2018 – 10/2018 Unemployed
- 02/2017 – 03/2018 Nuveen; Vice President
- 12/2016 – 02/2017 Unemployed
- 08/2005 – 12/2016 RSM US Wealth Management; Chief Investment Officer

Exams, Licenses & Other Professional Designations:

- Chartered Financial Analyst (CFA®)

Chartered Financial Analyst (CFA®)

The CFA® charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA® Institute — the largest global association of investment professionals. To earn the CFA® charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA® Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA® Institute Code of Ethics and Standards of Professional Conduct. The CFA® Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession. To learn more about the CFA® charter, visit www.CFAinstitute.org.

Item 3: Disciplinary Information¹

There are no legal or disciplinary events material to the evaluation of Mr. Stein.

Item 4: Other Business Activities

Mr. Stein is an investment adviser representative (“IAR”) of East Bay Financial Services, LLC. A conflict arises out of being an IAR for multiple investment advisory firms. To mitigate this conflict, Mr. Stein will act in the client’s best interest. Furthermore, any services offered through East Bay Financial Services, LLC will remain separate from our firm’s advisory services and will go governed under separate agreements.

¹ Note: Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving the advisor to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of advisor to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

Item 5: Additional Compensation

Mr. Stein does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

David Bryant, Managing Member & Chief Compliance Officer of Strava Financial, LLC, supervises and monitors Mr. Stein's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Bryant if you have any questions about Mr. Stein's brochure supplement at 805-201-3018.

Item 7: Requirements for State-Registered Advisers

Mr. Stein has not been involved in any arbitration claim alleging damages in excess of \$2,500. Furthermore, he has neither been involved in nor found liable in any civil, self-regulatory organization, or administrative proceeding nor has been the subject of any bankruptcy petitions.