

SUPERVISED PERSON BROCHURE
FORM ADV PART 2B

TAD EDWARD COOK



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This brochure supplement provides information about Tad E. Cook and supplements the STRIDE Investments, LLC's brochure. You should have received a copy of that brochure. Please contact Tad E. Cook if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Tad E. Cook (CRD #5924944) is available on the SEC's website at www.adviserinfo.sec.gov.

Brochure Supplement (Part 2B of Form ADV)

Additional Investment Advisor Representative

Tad Edward Cook

- Year of birth: 1955
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Item 2 Educational Background and Business Experience

Educational Background:

- Northwestern University; Bachelor of Science-Psychology; 1978

Business Experience:

- STRIDE Investments, LLC formerly At World Investments, LLC; Investment Advisor Representative; 03/2013-Present
 - STRIDE Financial; Insurance Agent; 06/2012-Present
 - Northwestern Mutual Investment Services, LLC; Registered Representative; 11/2011-06/2012
 - Northwestern Mutual Life Insurance Company; Insurance Agent; 06/2011-06/2012
 - Prudential Rubloff Properties; Realtor; 04/2009-06/2011
 - Mather Lifeways; Director of Sales; 11/2009-03/2011
 - Coldwell Banker Residential Brokerage; Realtor 08/2001-04/2009
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Item 3 Disciplinary Information

None to report

Item 4 Other Business Activities

Tad E. Cook has a financial industry affiliated business as an insurance agent with STRIDE Financial. More than 50% of his time is spent on these activities. From time to time, he offers clients advice or products from those activities. He may receive separate yet typical compensation in the form of commissions for the sale of insurance products.

These practices represent conflicts of interest because it gives Mr. Cook an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

Item 5 Additional Compensation

Tad E. Cook receives commission from the sale of insurance products, but he does not receive any performance-based fees.

Item 6 Supervision

Tad E. Cook is supervised by Samuel McElroy, Chief Compliance Officer. He reviews Tad's work through client account reviews, quarterly personal transaction reports as well as face-to-face and phone interactions. Mr. McElroy can be contacted at 773-572-2386 or by email at smcelroy@stridefinancialadvisors.com.