

## **Firm Brochure**

(Part 2A of Form ADV)



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This brochure provides information about the qualifications and business practices of Jones & Associates Premier Financial Solutions. If you have any questions about the contents of this brochure, please contact us at 541-773-9567, or by email at [hjones@jones-associates.net](mailto:hjones@jones-associates.net). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

Additional information about Jones & Associates Premier Financial Solutions (IARD#152930) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

April 27, 2021

## **Item 2: Material Changes**

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### **Annual Update**

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure. In accordance with the annual amendment requirement, the firm is filing an updated Form ADV.

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### **Material Changes since the Last Update**

Since the last filing of this brochure on March 12, 2021, the following has changed:

- Item 4 has been updated to disclose the most recent calculation for the assets under management for the firm.
  - Item 5 to disclose the updated fees under the co-advisor relationship.
  - Item 5 to disclose the firm's new hourly fee.
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### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at 541-773-9567 or by email at [hjones@jones-associates.net](mailto:hjones@jones-associates.net).

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## **Item 4: Advisory Business**

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### **Firm Description**

Jones & Associates Premier Financial Solutions, LLC, doing business as Jones & Associates Premier Financial Solutions ("JA") was founded in 2008. David Herstle ("Herstle") Jones III and Kelly Jones are both 50% owners.

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### **Types of Advisory Services**

#### **ASSET MANAGEMENT**

JA offers discretionary asset management services to advisory Clients. JA will offer Clients ongoing asset management services through determining individual investment goals, time horizons, objectives, and risk tolerance. Investment strategies, investment selection, asset allocation, portfolio monitoring and the overall investment program will be based on the above factors. The Client will authorize JA discretionary authority to execute selected investment program transactions as stated within the Investment Advisory Agreement.

As part of a Client's overall portfolio, JA may advise certain qualified Clients to invest in alternative investments. For those Clients investing in alternative investments, JA will meet them at least annually (more often if requested by Client) to discuss their overall financial position in addition to specifically discussing the distributions from the alternative investments. The annual meeting may be in person or via telephone. Specifically, JA will have discretion to determine if the distribution of alternative investments will be used for income or re-investment.

#### **CO-ADVISOR**

JA has entered into a Co-Advisor relationship with Gradient Investments, LLC (GI). JA will provide information to each client regarding the services offered by GI as the portfolio manager. JA will assist the Client to determine the appropriate model selection based on the Client's investment objectives and risk tolerance. JA will have full discretion on an ongoing basis to select suitable models to maintain client's risk tolerance. JA will share in the management fees charged by GI as described in Item 5 of this brochure.

#### **FINANCIAL PLANNING AND CONSULTING**

If financial planning services are applicable, the Client will compensate JA on a negotiable fixed fee or an hourly fee basis described in detail under "Fees and Compensation" section of this brochure. Services include but are not limited to a thorough review of all applicable topics including Wills, Estate Plan/Trusts, Investments, Taxes, and Insurance. If a conflict of interest exists between the interests of the investment advisor and the interests of the Client, the Client is under no obligation to act upon the investment advisor's recommendation. If the Client elects to act on any of the recommendations, the Client is under no obligation to effect the transaction through JA. Financial plans will be completed and delivered inside of six (6) months. Clients may terminate advisory services with thirty (30) days written notice.

#### **SOLICITOR ARRANGEMENTS**

JA has legacy clients under a solicitor arrangement with the services of third party money manager to manage Client accounts. In such circumstances, JA receives solicitor fees from the third party money manager. JA acts as the liaison between the Client and the third party money manager in return for an ongoing portion of the advisory fees charged by the third

party money manager. JA helps the Client complete the necessary paperwork of the third party money manager, provides ongoing services to the Client, will provide the third party money manager with any changes in Client status as provided to JA by the Client and review the quarterly statements provided by the third party money manager. JA will deliver the Form ADV Part 2, Privacy Notice and Solicitors Disclosure Statement of the third party money manager. Clients placed with third party money managers will be billed in accordance with the third party money manager's fee schedule which will be disclosed to the Client prior to signing an agreement. No new clients will be provided this service.

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**Client Tailored Services and Client Imposed Restrictions**

The goals and objectives for each Client are documented in our Client files. Investment strategies are created that reflect the stated goals and objectives. Clients may impose restrictions on investing in certain securities or types of securities. Agreements may not be assigned without Client consent.

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**Wrap Fee Programs**

JA does not participate in wrap fee programs.

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**Client Assets under Management**

As of April 13, 2021, JA had approximately \$134,314,489 in client assets under management on a discretionary basis.

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**Item 5: Fees and Compensation**

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**Method of Compensation and Fee Schedule****ASSET MANAGEMENT**

JA offers discretionary asset management services to advisory Clients. The fees for these services will be based on a percentage of Assets Under Management not to exceed an annual fee of 1% of the assets being managed.

The annual fee may be negotiable. Accounts within the same household may be combined for a reduced fee. Fees are billed quarterly in arrears based on the amount of assets managed as of the close of business on the last business day of each quarter. Quarterly advisory fees will be deducted from the Clients' account by the custodian. For accounts where we do not have access for direct withdrawal of our fees, Clients can pay us directly. For fees paid direct to JA, the fees must be paid within ten (10) days of receipt of the invoice. Lower fees for comparable services may be available from other sources. Clients may terminate their account within five (5) business days of signing the Investment Advisory Agreement with no obligation. Clients may terminate advisory services with thirty (30) days written notice. JA will be entitled to a pro rata fee for the days service was provided in the final quarter. Client shall be given thirty (30) days prior written notice of any increase in fees.

**CO-ADVISOR FEES**

The total annual combined fee will not exceed 1.55% with JAs maximum being 1.00%. The specifics will be disclosed to the client in the advisory agreement.

The above fees are negotiable. Fees are assessed quarterly in arrears based on the amount of the assets managed as of the end of the previous quarter. All management fees are withdrawn from the client's account unless otherwise noted. GI will receive written

authorization from the client to deduct advisory fees from their account held by a qualified custodian. GI will pay JA their share of the fees. JA does not have access to deduct client fees. Clients may terminate their account within five business days of signing the investment advisory agreement with no obligation. For terminations after the initial five business days, GI will be entitled to a pro-rata fee for the days service was provided in the final quarter. GI will pay JA their portion of the final fee.

This relationship will be disclosed to the client in each contract between JA and Third Party Money Manager. JA does not charge additional management fees for Third Party managed account services. Client's signature is required to confirm consent for services within Third Party Investment Agreement. Client will initial JA Investment Advisory Agreement to acknowledge receipt of Third Party fee Schedule and required documents including Form ADV Part 2 disclosures.

#### FINANCIAL PLANNING and CONSULTING

Prior to the planning process the Client will be provided an estimated plan fee. Services include but are not limited to a thorough review of all applicable topics including Wills, Estate Plan/Trusts, Investments, Taxes, and Insurance. The payments are received in two installments: one at the commencement of the planning process and is refundable based on the pro-rata of work completed. The balance of the final payment is due upon delivery of completed plan.

##### FIXED FEES

Financial Planning Services are offered based on a negotiable fixed fee with a maximum fee of \$2,500 based on complexity and unique Client needs.

##### HOURLY FEES

Financial Planning Services are offered based on an hourly fee of \$300 per hour.

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#### **Client Payment of Fees**

Asset management fees are billed quarterly in arrears, meaning we bill you after the three-month billing period has ended.

Clients pay the TPM's investment advisory fees. Prior to signing an investment advisory agreement, the method of payment will be disclosed in the TPM's Form ADV Part 2.

Fees are usually deducted from a designated Client account to facilitate billing. The Client must consent in advance to direct debiting of their investment account.

Fees for financial plans are billed 50% in advance with the balance due upon delivery of the financial plan.

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#### **Additional Client Fees Charged**

Custodians may charge transaction fees on purchases or sales of certain mutual funds, equities and exchange-traded funds. These charges may include mutual fund transactions fees, postage and handling and miscellaneous fees (fee levied to recover costs associated with fees assessed by self-regulatory organizations). These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

For more details on the brokerage practices, see Item 12 of this brochure.



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**Prepayment of Client Fees**

Fees for financial plans are billed 50% in advance with the balance due upon delivery of the financial plan.

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**External Compensation for the Sale of Securities to Clients**

JA does not receive any external compensation for the sale of securities to Clients, however, Investment Advisor Representatives of JA receive external compensation for the sale of securities to clients as a registered representative of Gradient Securities, LLC, a broker-dealer. This represents a conflict of interest because it gives an incentive to recommend products based on the commission received. As registered representatives, they do not charge advisory fees for the services offered through Gradient Securities, LLC. This conflict is mitigated by disclosures, procedures, and JA's fiduciary obligation to place the best interest of the Client first and Clients are not required to purchase any products or services.

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**Item 6: Performance-Based Fees****Sharing of Capital Gains**

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

JA does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the advisor to recommend an investment that may carry a higher degree of risk to the Client.

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**Item 7: Types of Clients****Description**

JA generally provides investment advice to individuals, and high net worth individuals. Client relationships vary in scope and length of service.

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**Account Minimums**

While JA does not require a minimum to open an account, some TPMs utilized by JA may require a minimum.

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**Item 8: Methods of Analysis, Investment Strategies and Risk of Loss****Methods of Analysis**

Security analysis methods may include fundamental analysis, technical analysis, and cyclical analysis. Investing in securities involves risk of loss that Clients should be prepared to bear. Past performance is not a guarantee of future returns.

Fundamental analysis involves evaluating a stock using real data such as company revenues, earnings, return on equity, and profit margins to determine underlying value and potential growth. Technical analysis involves evaluating securities based on past prices and volume. Cyclical analysis involves analyzing the cycles of the market.

Fundamental analysis involves evaluating a stock using real data such as company revenues, earnings, return on equity, and profits margins to determine underlying value and potential growth. Technical analysis involves evaluating securities based on past prices and volume. Cyclical analysis involves analyzing the cycles of the market.

When creating a financial plan, JA utilizes fundamental analysis to provide review of insurance policies for economic value and income replacement. Technical analysis is used to review mutual funds and individual stocks. The main sources of information include Morningstar, Client documents such as tax returns and insurance policies.

In developing a financial plan for a Client, JA's analysis may include cash flow analysis, investment planning, risk management, tax planning and estate planning. Based on the information gathered, a detailed strategy is tailored to the Client's specific situation.

The main sources of information include financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, and filings with the Securities and Exchange Commission.

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### **Investment Strategy**

The investment strategy for a specific Client is based upon the objectives stated by the Client during consultations. The Client may change these objectives at any time. Each Client executes an Investment Policy Statement or Risk Tolerance that documents their objectives and their desired investment strategy.

Other strategies may include long-term purchases, short-term purchases, trading, and option writing (including covered options, uncovered options or spreading strategies).

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### **Security Specific Material Risks**

Fundamental analysis may involve interest rate risk, market risk, business risk, and financial risk. Risks involved in technical analysis are inflation risk, reinvestment risk, and market risk. Cyclical analysis involves inflation risk, market risk, and currency risk.

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks and should discuss these risks with JA:

- *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.
- *Market Risk:* The price of a security, bond, or mutual fund 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. For example, political, economic and social conditions may trigger market events.
- *Inflation Risk:* When any type of inflation is present, a dollar today will buy more than a dollar next year, because purchasing power is eroding at the rate of inflation.
- *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.
- *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.

- *Business Risk*: These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- *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.
- *Financial Risk*: Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.
- *Non-Traded REITs Risk*: Absence of a public market, lack of liquidity, no guarantee of a distribution and no connection between the share of price of the REIT and the net asset value of the REIT until the assets are valued by the Board of Directors.
- *Interval funds*: Essentially illiquid, especially compared to open-end mutual funds. May have high overall fees, including front-end loads, brokerage fees, redemption fees and annual management fees. No guarantee of redeeming all shares during a redemption window.

The specific risks associated with financial planning include:

- Risk of Loss
  - Client fails to follow the recommendations of JA resulting in market loss
  - Client has changes in financial status or lifestyle and therefore plan recommendations are no longer valid

The risks associated with utilizing TPMs include:

- Manager Risk
  - TPM fails to execute the stated investment strategy
- Business Risk
  - TPM has financial or regulatory problems
- The specific risks associated with the portfolios of the TPM's which is disclosed in the TPM's Form ADV Part 2.

## **Item 9: Disciplinary Information**

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### **Criminal or Civil Actions**

JA and its management have not been involved in any criminal or civil action.

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### **Administrative Enforcement Proceedings**

JA and its management have not been involved in administrative enforcement proceedings.

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**Self-Regulatory Organization Enforcement Proceedings**

JA and its management have not been involved in legal or disciplinary events related to past or present investment Clients.

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**Item 10: Other Financial Industry Activities and Affiliations**

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**Broker-Dealer or Representative Registration**

JA is not registered as a broker-dealer, however investment advisor representatives of JA are registered representatives of Gradient Securities, LLC, a FINRA/SIPC broker-dealer.

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**Futures or Commodity Registration**

Neither JA nor its employees are registered or has an application pending to register as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

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**Material Relationships Maintained by this Advisory Business and Conflicts of Interest**

Managing Member Herstle Jones has a financial affiliated business as a licensed insurance agent with Jones & Associates Premier Insurance Solutions. From time to time, he offers Clients advice or products from those activities. Approximately 25% of his time is spent in his insurance practice.

Kelly Jones is Chief Financial Officer of Jones & Associates Premier Insurance Solutions. Approximately 50% of her time is spent on this activity.

These practices represent potential conflicts of interest because it gives the IARs 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 Clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

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**Recommendations or Selections of Other Investment Advisors and Conflicts of Interest**

JA may at times utilize the services of TPMs to manage Client accounts. In such circumstances, JA will share in the TPM asset management fee. For more information see Items 4 and 5 under Co-Advisor.

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**Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

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**Code of Ethics Description**

The employees of JA have committed to a Code of Ethics ("Code"). The purpose of our Code is to set forth standards of conduct expected of JA employees and addresses conflicts that may arise. The Code defines acceptable behavior for employees of JA. The Code reflects JA and its supervised persons' responsibility to act in the best interest of their Client.

One area which the Code addresses is when employees buy or sell securities for their personal accounts and how to mitigate any conflict of interest with our Clients. We do not allow any employees to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our Clients.

JA's policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other employee, officer or director of JA may recommend any transaction in a security or its derivative to advisory Clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

JA's Code is based on the guiding principle that the interests of the Client are our top priority. JA's officers, directors, advisors, and other employees have a fiduciary duty to our Clients and must diligently perform that duty to maintain the complete trust and confidence of our Clients. When a conflict arises, it is our obligation to put the Client's interests over the interests of either employees or the company.

The Code applies to "access" persons. "Access" persons are employees who have access to non-public information regarding any Clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to Clients, or who have access to such recommendations that are non-public.

JA will provide a copy of the Code of Ethics to any Client or prospective Client upon request.

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**Investment Recommendations Involving a Material Financial Interest and Conflict of Interest**

JA and its employees do not recommend to Clients securities in which we have a material financial interest.

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**Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest**

JA and its employees may buy or sell securities that are also held by Clients. In order to mitigate potential conflicts of interest such as front running of Client trades, employees are required to disclose all reportable securities transactions as well as provide JA with copies of their brokerage statements.

The Chief Compliance Officer of JA is Herstle Jones. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that Clients of the firm receive preferential treatment over employee transactions.

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**Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest**

JA does not maintain a firm proprietary trading account and does not have a material financial interest in any securities being recommended and therefore no conflicts of interest exist. However, employees may buy or sell securities at the same time they buy or sell securities for Clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide JA with copies of their brokerage statements.

The Chief Compliance Officer of JA is Herstle Jones. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that Clients of the firm receive preferential treatment over employee transactions.

## **Item 12: Brokerage Practices**

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### **Factors Used to Select Broker-Dealers for Client Transactions**

JA may recommend the use of a particular broker-dealer or may utilize a broker-dealer of the Client's choosing. JA will select appropriate brokers based on a number of factors including but not limited to their relatively low transaction fees and reporting ability. JA relies on its broker to provide its execution services at the best prices available. Lower fees for comparable services may be available from other sources. Clients pay for any and all custodial fees in addition to the advisory fee charged by JA.

- *Directed Brokerage*  
In circumstances where a Client directs JA to use a certain broker-dealer, JA still has a fiduciary duty to its Clients. The following may apply with Directed Brokerage: JA's inability to negotiate commissions, to obtain volume discounts, there may be a disparity in commission charges among Clients and conflicts of interest arising from brokerage firm referrals.
- *Best Execution*  
Investment advisors who manage or supervise Client portfolios on a discretionary basis have a fiduciary obligation of best execution. JA does not exercise discretion of Client accounts.
- *Soft Dollar Arrangements*  
JA utilizes the services of custodial broker dealers. JA does not receive any soft dollars, but does receive execution benefits which would not be received if JA did not give investment advice to Clients. These benefits include: A dedicated trading desk, a dedicated service group and an account services manager dedicated to JA's accounts, ability to conduct "block" Client trades, electronic download of trades, balances and positions, duplicate and batched Client statements, and the ability to have advisory fees directly deducted from Client accounts.

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### **Aggregating Securities Transactions for Client Accounts**

Since JA does not trade using models, and each account is managed separately, aggregations of securities transactions is not applicable.

## **Item 13: Review of Accounts**

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### **Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved**

Account reviews are performed quarterly by Herstle Jones, Chief Compliance Officer. Account reviews are performed more frequently when market conditions dictate. Financial Plans are considered complete when recommendations are delivered to the Client and a review is done only upon request of Client.

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### **Review of Client Accounts on Non-Periodic Basis**

Other conditions that may trigger a review of Clients accounts are changes in the tax laws, new investment information, and changes in a Client's own situation.

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### **Content of Client Provided Reports and Frequency**

Clients receive written account statements no less than quarterly for managed accounts. Account statements are issued by the custodian. Client receives confirmations of each

transaction in account from Custodian and an additional statement during any month in which a transaction occurs.

## **Item 14: Client Referrals and Other Compensation**

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### **Economic Benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest**

JA receives a portion of the annual management fees collected by the Third Party Money Managers to whom JA refers Clients.

In addition, financial consultants may be eligible for cash and non-cash compensation including bonuses, recognition trips and other benefits. Some of these programs may be financed in whole or in part by unaffiliated third parties, including third party money managers, which may influence some representatives to favor those managers. See the prior sections entitled “Fees and Compensation” and “Other Financial Industry Activities and Affiliations” for more details regarding compensation and conflicts of interests.

This situation creates a conflict of interest because JA and/or its Investment Advisor Representative have an incentive to decide what Third Party Money Managers to use because of the higher solicitor fees to be received by JA. However, when referring Clients to a third party money manager, the Client’s best interest will be the main determining factor of JA.

As part of a Client’s entire portfolio, a portion may be allocated to alternative investments from various companies. JA is not affiliated with any of the alternative investments companies and JA provides no services other than referring appropriate Clients to invest. In connection with investing in alternative investments, JA may use marketing materials to inform Clients about these investment options with the various companies. JA may receive marketing support payments in the form of reimbursements for *bona fide*, reasonable marketing expenses incurred in connection with marketing the Shares. The amount of any marketing support payments, if any, shall be determined by the alternative investment company, in its sole discretion, but in any event, may not be greater than the *bona fide* reasonable expenses incurred by JA and in no event shall be excessive or lavish, or otherwise call into question the propriety of the payments.

The payment of marketing support, or the determination of the amount paid pursuant thereto, if any, shall not be conditioned upon any specific generation requirement or investment in the Shares, nor shall any such payment be made in recognition of prior business generation. This represents a conflict of interest because it gives an incentive to market this investment. The conflict is mitigated by disclosures, procedures, and the firm’s Fiduciary obligation and by the fact that Clients are not required to invest in this product and may invest with another investment advisor of their choosing.

JA’s investment advisor representatives may receive certain benefits from Gradient Investments, LLC (and/or its affiliated companies) based on achieving certain production thresholds. These thresholds are not based on the sale of any specific product or specific product type. These incentives include marketing assistance, access to technology, office support, and business trainings and trips. While some of these benefit the client, such as technology and training, some do not. This creates a conflict of interest because it gives an incentive to the representative to meet this threshold. This conflict is mitigated by

disclosures, procedures and the firm's fiduciary obligation to place the best interest of the Client first. Clients are not required to use Gradient Investments, LLC or any of its affiliated companies.

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**Advisory Firm Payments for Client Referrals**

JA does not compensate for Client referrals.

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**Item 15: Custody****Account Statements**

All assets are held at qualified custodians, which means the custodians provide account statements directly to Clients at their address of record at least quarterly. Clients are urged to compare the account statements received directly from their custodians to the performance report statements prepared by JA.

JA is deemed to have indirect custody solely because advisory fees are directly deducted from Client's accounts by the custodian on behalf of JA.

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**Item 16: Investment Discretion****Authority for Trading**

JA accepts discretionary authority to manage securities accounts on behalf of Clients. JA will obtain prior Client approval for discretion on the client agreement.

JA has discretion to select appropriate portfolios for clients as a co-advisor, but does not have the discretion to select specific securities.

The Client approves the custodian to be used and the commission rates paid to the custodian. JA does not receive any portion of the transaction fees or commissions paid by the Client to the custodian on certain trades.

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**Item 17: Voting Client Securities****Proxy Votes**

JA does not vote proxies on securities. Clients are expected to vote their own proxies. The Client will receive their proxies directly from the custodian of their account or from a transfer agent.

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**Item 18: Financial Information****Balance Sheet**

A balance sheet is not required to be provided because JA does not serve as a custodian for Client funds or securities and JA does not require prepayment of fees of more than \$1200 per Client and six months or more in advance.

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**Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients**

JA has no condition that is reasonably likely to impair our ability to meet contractual commitments to our Clients.



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**Bankruptcy Petitions during the Past Ten Years**

Neither JA nor its management has had any bankruptcy petitions in the last ten years.

## **Supervised Person Brochure**

Part 2B of Form ADV

**David Herstle Jones III, LUTCF**



**2436 W. Main Street**

**Medford, OR 97501**

**PHONE: 541-773-9567**

**EMAIL: [hjones@jones-associates.net](mailto:hjones@jones-associates.net)**

**WEBSITE: [www.jones-associates.net](http://www.jones-associates.net)**

This brochure supplement provides information about David Herstle Jones III, and supplements Jones & Associates Premier Financial Solutions' brochure. You should have received a copy of that brochure. Please contact David Herstle Jones III, if you did not receive Jones & Associates Premier Financial Solutions' brochure or if you have any questions about the contents of this supplement.

Additional information about David Herstle Jones III (CRD#5762088) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

April 27, 2021

## **Brochure Supplement (Part 2B of Form ADV)**

### **Supervised Person Brochure**

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#### **Principal Executive Officers and Management Persons**

##### **David Herstle Jones III, LUTCF**

- Year of birth: 1969
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#### **Educational Background and Business Experience**

##### **Educational Background:**

- LUTCF; American College; 2004
- CLTC; 2003

##### **Business Experience:**

- Jones & Associates Premier Financial Solutions, LLC; Managing Member/Investment Advisor Representative; 01/2008-Present
  - Jones & Associates Premier Insurance Solutions; President/Insurance Agent; 05/1999-Present
  - Kupa'a, LLC; Member; 08/2003-Present
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#### **Professional Certifications**

Employees have earned certifications and credentials that are required to be explained in further detail

Life Underwriter Training Council Fellow (LUTCF) - Life Underwriter Training Council Fellows are licensed by the American College to use the LUTCF mark. LUTCF certification requirements:

- Complete LUTCF coursework; 1 required course and 5 elective courses
  - Earned 300 designation credits
  - Take the Professional Ethics Pledge
  - Be a member of a local association of NAIFA
  - Complete and submit a designation application to The American College and provide evidence of membership
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#### **Disciplinary Information**

None to report.

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#### **Other Business Activities Engaged In**

Herstle Jones has a financial industry affiliated business as an insurance agent. From time to time, he offers Clients advice or products from those activities. These practices represent conflicts of interest because it gives him an incentive to recommend products based on the commission and/or fee 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 or services. Clients have the option to purchase these products and services through another insurance agent of their choosing.

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**Additional Compensation**

Herstle Jones receives additional compensation in his capacity as an insurance agent, but he does not receive any performance-based fees.

Mr. Jones may receive certain benefits from Gradient Investments, LLC (and/or its affiliated companies) based on achieving certain production thresholds. These thresholds are not based on the sale of any specific product or specific product type. These incentives include marketing assistance, access to technology, office support, and business trainings and trips. While some of these benefit the client, such as technology and training, some do not. This creates a conflict of interest because it gives an incentive to the representative to meet this threshold. This conflict is mitigated by disclosures, procedures and the firm's fiduciary obligation to place the best interest of the Client first. Clients are not required to use Gradient Investments, LLC or any of its affiliated companies.

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**Supervision**

Herstle Jones is the Chief Compliance Officer of Jones & Associates Premier Financial Solutions; therefore, he is solely responsible for all supervision and formulation and monitoring of investment advice offered to Clients. He will adhere to the policies and procedures as described in the firm's Compliance Manual. He can be reached at 541-773-9567 or [hjones@jones-associates.net](mailto:hjones@jones-associates.net)

## **Supervised Person Brochure**

Part 2B of Form ADV

**Nicholas Ehren Jones CFP® CLU®**



**2436 W. Main Street**

**Medford, OR 97501**

**PHONE: 541-773-9567**

**EMAIL: [nickj@jones-associates.net](mailto:nickj@jones-associates.net)**

**WEBSITE: [www.jones-associates.net](http://www.jones-associates.net)**

This brochure supplement provides information about Nicholas Ehren Jones, and supplements Jones & Associates Premier Financial Solutions' brochure. You should have received a copy of that brochure. Please contact Nicholas Ehren Jones, if you did not receive Jones & Associates Premier Financial Solutions' brochure or if you have any questions about the contents of this supplement.

Additional information about Nicholas Ehren Jones (CRD#4767525) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

April 27, 2021

## **Brochure Supplement (Part 2B of Form ADV)**

### **Supervised Person Brochure**

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#### **Principal Executive Officers and Management Persons**

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##### **Nicholas Ehren Jones CFP®**

- Year of birth: 1978

##### **Educational Background:**

- Chico State University; BA; 2001
- CFP®; 2008
- CLU®; 2015

##### **Business Experience:**

- Jones & Associates Premier Financial Solutions, LLC; Vice President/Investment Advisor Representative; 09/2020-Present
  - Jones & Associates Premier Insurance Solutions; Vice President/Insurance Agent; 07/2020-Present
  - Gradient Securities; Registered Representative; 10/2020-Present
  - Principal Financial Group; Internal Sales Manager; 01/2006-07/2020
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#### **Professional Certifications**

Employees have earned certifications and credentials that are required to be explained in further detail

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

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.

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 – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional 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 *Standards of Professional 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.

Chartered Life Underwriter (CLU®): Chartered Life Underwriter is a designation granted by the American College. CLU® designation requirements:

- Successfully complete CLU® coursework: five required and three elective courses.
- Meet the experience requirements: Three years of business experience immediately preceding the date of the use of the designation are required. An undergraduate or graduate degree from an accredited education institution qualifies as one year of business experience.
- Take the Professional Ethics Pledge.
- When you achieve the CLU® designation, you must complete 30 hours of continuing education credit every two years.

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### **Disciplinary Information**

None to report.

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### **Other Business Activities Engaged In**

Nicholas Jones has a financial industry affiliated business as an insurance agent and is a registered representative with Gradient Securities, LLC. From time to time, he offers Clients advice or products from those activities. These practices represent conflicts of interest because it gives him an incentive to recommend products based on the commission and/or fee 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 or services. Clients have the option to purchase these products and services through another insurance agent or registered representative of their choosing.

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**Additional Compensation**

Nicholas Jones receives additional compensation in his capacity as an insurance agent, but he does not receive any performance-based fees.

Mr. Jones may receive certain benefits from Gradient Investments, LLC (and/or its affiliated companies) based on achieving certain production thresholds. These thresholds are not based on the sale of any specific product or specific product type. These incentives include marketing assistance, access to technology, office support, and business trainings and trips. While some of these benefit the client, such as technology and training, some do not. This creates a conflict of interest because it gives an incentive to the representative to meet this threshold. This conflict is mitigated by disclosures, procedures and the firm's fiduciary obligation to place the best interest of the Client first. Clients are not required to use Gradient Investments, LLC or any of its affiliated companies.

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**Supervision**

Mr. David "Herstle" Jones III is the Chief Compliance Officer of Jones & Associates Premier Financial Solutions. Herstle will review Nicholas' work through Client account reviews and quarterly personal transaction reports, as well as face-to-face interactions. Herstle Jones can be reached at 541-773-9567 or [hjones@jones-associates.net](mailto:hjones@jones-associates.net)