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03/15/2021

This brochure provides information about the qualifications and business practices of Olson Investment Advisors, LLC. If you have any questions about the contents of this brochure, please contact us at 206-839-4550 or dwight@olson-investments.com. The information in the brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Olson Investment Advisors, LCC is a Registered Investment Adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provides you with information with which you determine to hire or retain them as an Adviser.

Additional information about Olson Investment Advisors, LLC is also available on the SEC's website at www.adviserinfo.sec.gov.

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Item 2 – Material Changes

There are no material changes since our last annual updating amendment on March 25, 2020.

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Item 4 – Advisory Business

Olson Investment Advisors, LLC is a fee based investment advisory firm that has been offering financial guidance in changing times since 1993. Prior to that, the CEO and sole owner of the firm, Dwight H. Olson, provided financial planning services in Seattle beginning in 1978. He expanded his practice to offer investment management in addition to financial planning in the early 1980s.

We provide individualized lifetime income analysis and investment plans for most clients. We choose investments for clients using our discretion to determine the securities to be bought and sold as well as the amounts to be bought and sold and the timing of the trades. We use mutual funds and ETFs as proxies for the asset classes in the accounts. We use load and no load funds, but the client does not pay the load or commission. Most purchases and sales are done at net asset value. We have the ability to buy and sell individual securities and individual bonds in clients' accounts. Clients are provided on-line access to their account should they choose. Clients receive monthly statements from their custodian and quarterly performance reports from First Allied Securities. We meet with clients as often as they like, annually at a minimum in person or on the phone. We provide ongoing financial counsel as well as counsel on related issues such as insurance needs, legal document needs, financing decisions, and gifting when appropriate. Through meetings and the lifetime income we tailor each portfolio to the individual client. This is based on the client's need to accept risk, their ability to accept risk, and their willingness to accept risk.

As of December 31, 2020, Olson Investment Advisors manages \$135,278,546 of client assets on a discretionary basis in 344 accounts and \$ 1,035,602 of client assets on a non-discretionary basis in 8 accounts.

In our fee program, we use a technology platform called GPS. Envestnet Asset Management, Inc. ("Envestnet") provides the technology platform for all GPS platform accounts. Envestnet is an unaffiliated registered investment advisor. This platform provides us with an extensive range of investment advisory services, including performance reporting and billing. We will determine which services and programs to utilize with you and may utilize the services of other third-party service providers in conjunction with our services.

Item 5 – Fees and Compensation

The annual management fees for Olson Investment Advisor's accounts go up to 1.65% of assets under management. Our fees are negotiable.

The specific manner in which fees are charged by our firm is established in a client's written agreement with Olson Investment Advisors, LLC and their Statement of Investment Selection. We bill fees on a quarterly basis in advance. Client's fees will be debited directly from client accounts as authorized by the written agreement. In certain cases, we will allow clients to be billed directly or pay by check.

Management fees are prorated for each contribution or withdrawal of cash or securities made during the applicable calendar quarter in excess of \$5,000.00. Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned unpaid fees will be due and payable.

Our fees are exclusive of transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus.

Such charges, fees, and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs, with the exceptions of the 12B-1 fees in retail accounts, with the exception of a few non-managed accounts.

The Investment Advisor Representative (IAR) is compensated with a portion of the annual management fee. Some of the mutual funds in our program pay the advisor a trailer called a 12B-1. This trailer is returned to the client in tax-qualified accounts and is paid to the advisor in retail accounts.

Additionally, we occasionally give advice on using puts and calls as a hedge with stock options, at no charge. Item 12, Brokerage Practices on page 9 further describes the factors that we consider in selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

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

Performance-based fees are fees that are based on a share of capital gains on or capital appreciation of the assets in an account. Olson Investment Advisors, LLC does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciates of the assets of a client).

Item 7 – Types of Clients

Olson Investments Advisors, LLC provides portfolio management services to individuals, high net-worth individuals, and trusts.

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

Olson Investment Advisors, LLC uses mutual funds & ETFs as proxies for asset classes in clients' portfolios. Most portfolios hold the same funds, in different proportions, tailored to their individual risk tolerance and other assets. Fund selection begins with a quantitative screen of the asset class using parameters such as manager tenure, assets under management, and ranking. Final selection is based on more fundamental analysis of the individual manager. The focus on the final selection is on diversifying risk in the entire portfolio by selecting complimentary funds. Risks that can be diversified by manager implementation include interest rate sensitivity, industry specific risk, up versus down market performance, tax efficiency, valuation sensitivity, etc. We seek to formulate optimal strategies that reduce risk via asset allocation and assemble managers that are complimentary to each other. Asset class selection is based on current market conditions and asset classes are changed as the economic climate dictates, typically once per year.

Investing in securities (which includes mutual funds & ETFs) involves risk of loss that clients should be prepared to bear.

Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Olson Investment Advisors, LLC or the integrity of our management. Olson Investment Advisors, LLC has no information applicable to this item.

Item 10 – Other Financial Industry Activities and Affiliations

Dwight Olson, Daniel Goldman, and Sheryl Reibman Hoyt are registered representatives with First Allied Securities, Inc., a registered broker/dealer and Member FINRA/SIPC. As registered representatives, Mr. Olson, Mr. Goldman, and Mrs. Reibman Hoyt may receive compensation in the form of brokerage commissions from First Allied Securities: commissions would be received in their separate capacity as registered representatives of First Allied Securities.

Item 11 – Code of Ethics

Olson Investment Advisors, LLC has adopted a Code of Ethics 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 business entertainment items, a personal securities trading procedure, among other things. All supervised persons at our firm must acknowledge the terms of the Code of Ethics when they are hired and then as amended.

Olson Investment Advisors, LLC anticipates that we will recommend to investment advisory clients the purchase or sale of securities in which Olson Investment Advisors, LLC employees, and/or clients, have a position of interest. Our employees and persons associated with Olson Investment Advisors, LLC are required to adhere to Olson Investment Advisors LLC's Code of Ethics. Subject to satisfying to satisfying this policy and applicable laws – officers, directors, and employees of Olson Investment Advisors, LLC and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for our clients. The Code of Ethics is designed to assure that the personal securities transactions, activities, and interests of the employees of our firm 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. Under the Code, certain classes of securities have been designated as exempt transactions, based upon a determination that these would materially not interfere with the best interest of our clients. In addition, the Code requires pre-clearance of many transactions, and restricts trading in close proximity to client trading activity. Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code of Ethics, and to reasonably prevent conflicts of interest between Olson Investment Advisors, LLC and its clients.

Olson Investment Advisors' clients or prospective clients may request a copy of the firm's Code of Ethics by contacting the Client Service Manager.

It is Olson Investment Advisors, LLC's policy that the firm will not affect any principal or agency cross securities transactions for client accounts. We will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an adviser, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment adviser in relation to a transaction in which the investment adviser, or any persona controlled by or under common control with the investment adviser, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an adviser is dually registered as a broker-dealer or has an affiliated broker-dealer.

All personal securities transactions by all employees are reviewed on a monthly basis for conflicts by the Portfolio Manager.

Item 12 – Brokerage Practices

Olson Investment Advisors, LLC has utilized First Allied Securities as an introducing broker/dealer for many years. The fees charged by First Allied Securities for trading are in-line with industry standards and sometimes less. Due to the fact that our clients' portfolios are invested mostly in mutual funds, the best execution has not been fully evaluated at the broker/dealer nor has it been compared to the execution at other broker/dealers.

First Allied Securities utilizes Pershing to execute advisory account transactions and to custody advisory assets in connection with investment advisory programs we offer you.

We receive no research or soft dollar benefits from First Allied Securities or Pershing nor do we sell any products with markups/down or commissions.

Item 13 – Review of Accounts

Each account's cash balance is reviewed weekly by the Portfolio Manager to determine whether the account's cash balance is appropriate for the client's investment objective and liquidity needs. Each account's asset allocation is reviewed in detail twice each quarter by the Portfolio Manager to determine whether there had been substantive deviation from the account's target allocations. Retirement Analyses are performed annually, contingent upon receipt of updated client information. The CEO, working with the Portfolio Manager, performs this review. Investment policy reviews, to determine the need for changes in target allocations, are performed as necessary by questionnaire and interview. A significant change in the client's risk and return needs or priorities also triggers this review. In the absence of such a change, the review is performed annually. The CEO, Portfolio Manager, and Operations Manager participate in the review. Dwight H. Olson is the CEO. He has full responsibility for all client accounts. Daniel Goldman, the Portfolio Manager, makes investment decisions for client accounts. Daniel Goldman, the Portfolio Manager, orders the trades and manages the accounts. Sheryl Reibman Hoyt, the Operations Manager, and Daniel Goldman, the Portfolio Manager, review and update the Clients' Retirement Analyses.

Monthly account statements are mailed for every account directly from the custodian, Pershing, LLC.

Quarterly performance reports are mailed for each account from the office of First Allied Securities. We urge you to carefully review such statements and compare such official custodial records to the account statements and Quarterly Performance Reports that we provide to you. In addition, the reports that we deliver to you should not be relied upon for tax calculations or any other legal representation.

On-line account access is available upon the client's request.

Item 14 – Client Referrals and Other Compensation

Olson Investment Advisors, LLC does not have any relationships in which we compensate a person or organization for referral of potential clients. We do not receive any benefit for referring our clients to other professionals such as attorneys or CPAs.

Item 15 – Custody

Due to the direct billing of our client accounts, we are deemed to have custody of our clients' funds. We do not, however, act as the Custodian for our clients' assets.

Clients receive monthly statements from the qualified custodian (Pershing, LLC) that holds and maintains client's investment assets. We urge you to carefully review such statements and compare such official custodial records to the Quarterly Performance Reports that we provide to you.

We ask that any checks you write for deposit into your account be made payable to the custodian of your account and **not** made payable to Olson Investment Advisors, LLC or your Investment Advisor Representative.

Item 16 – Investment Discretion

Olson Investment Advisors, LLC in most cases, receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of the securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives and in accordance with the authority granted by the management agreement for the particular client account.

When selecting securities and determining amounts, we observe the investment policies, limitations, and restrictions of the clients for which it advises. For registered investment companies, our authority to trade securities may also be limited by certain federal securities and tax laws that require diversification of investments and favor the holding of investments once made.

Investment guidelines and restrictions from a client must be provided to Olson Investment Advisors, LLC in writing.

Item 17 – Voting Client Securities

As a matter of firm policy and practice, Olson Investment Advisors, LLC's clients retrain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. We may provide advice to clients regarding the clients' voting of proxies.

Item 18 – Financial Information

Olson Investment Advisors, LLC 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.



ADV Part IIB – Supplemental Brochure

Olson Investment Advisors, LLC

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03/12/2021

Dwight H. Olson

Daniel J. Goldman, CFA

Sheryl Reibman Hoyt

This brochure supplement provides information about the above named professionals that supplements the Olson Investment Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Dwight Olson if you did not receive Olson Investment Advisors, LLC's brochure or if you have any questions regarding the contents of this supplement at 206-839-4550 or dwight@olson-investments.com.

Additional information about the above-named professionals is also available on the SEC's website at www.adviserinfo.sec.gov.

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Item 2 – Educational Background and Business Experience

Dwight H. Olson – Chief Executive Officer (CEO)

Year of Birth: 1945

Education: Attended Olympic College 1966
Attended University of Washington 1967-1969 (no degree)

Business Background: 1978 – Present, Olson Investment Advisors, LLC (previously d.b.a. D.H. Olson Company), President and Founder

Item 3 – Disciplinary Information

There are no legal or disciplinary actions to report on this professional.

Item 4 – Other Business Activities

Dwight H. Olson is a registered representative of First Allied Securities, Inc. (FAS) a registered broker dealer. He is also the Designated Financial Principal, Chief Compliance Officer, and Designated Registered Principal for investment company securities.

Item 5- Additional Compensation

There is no additional compensation to report for this professional.

Item 6 – Supervision

Dwight H. Olson, CEO, supervises all other employees of the firm. He meets regularly with the Portfolio Manager to discuss clients' portfolio allocations and often participates in annual meetings with clients.

Item 2 – Educational Background and Business Experience

Daniel J. Goldman, CFA – President, Portfolio Manager

Year of Birth:	1968
Education:	Bachelor of Arts, May 1990 – Wesleyan University Master of Business Administration, May 1998 – University of Chicago Graduate School of Business
Professional Designations:	Chartered Financial Analyst (CFA) <i>A Chartered Financial Analyst (CFA Charter holder) must pass three six-hour exams (Levels I, II, and III) covering a broad based curriculum of investment principles, meet certain professional and ethical requirements, and become a regular member of the CFA Institute.</i>
Business Background:	2016 – Present; Olson Investment Advisors, LLC – President 2007 – Present; Olson Investment Advisors, LLC – Portfolio Manager

Item 3 – Disciplinary Information

There are no legal or disciplinary actions to report on this professional.

Item 4 – Other Business Activities

None

Item 5- Additional Compensation

There is no additional compensation to report for this professional.

Item 6 – Supervision

Dan J. Goldman is supervised by Dwight H. Olson, CEO.

Item 2 – Educational Background and Business Experience

Sheryl Reibman Hoyt — Operations Manager

Year of Birth: 1965

Education: Attended Western Governors College, 2017 — 2018
Bachelor of Arts Bellevue College, 1997
Project Management Certified 2018

Business Background: 2018 – Present; Olson Investment Advisors, LLC – Operations Manager
2007 — 2017; Capital One Investments, LLC — Operations Manager
2006 – 2007; USB Investments, LLC – Operations Manager
2005 — 2006; Capital Planning – Operations Manager
2000 – 2004; Charles Schwab – Registered CSR

Professional Licenses Held: 4, 7, 9, 10, 24, 55, 63, 66, 99, SIE, L&H Insurance

Item 3 – Disciplinary Information

There are no legal or disciplinary actions to report on this professional.

Item 4 – Other Business Activities

Saralynnhoyt.com
Happyonlinelife.com

Item 5- Additional Compensation

There is no additional compensation to report for this professional.

Item 6 – Supervision

Sheryl Reibman Hoyt is supervised by Dwight H. Olson, CEO.