



WEITZEL  
FINANCIAL  
SERVICES, INC.

Registered Investment Advisor  
CRD # 27346

Weitzel Financial Services, Inc.  
2200 John F. Kennedy Road  
Suite 103  
Dubuque, IA 52002

Tel: (563) 583-6020

Fax: (563) 583-6053

[www.weitzelfinancial.com](http://www.weitzelfinancial.com)

**Donald F. Rupp**

Investment Advisor Representative  
CRD #1040639

Form ADV Part 2B  
Brochure Supplement  
March 30, 2021

This brochure provides information about Donald F. Rupp that supplements Weitzel Financial Services, Inc. Form ADV Part 2A firm brochure. You should have received a copy of that brochure. Please contact Bradley Weitzel at (563) 583-6020 if you did not receive the full brochure or if you have any questions about the contents of this supplement. Additional information about Donald F. Rupp is available on the Securities and Exchange Commission's (SEC) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2 – Educational Background and Business Experience**

Regulatory guidance requires the firm to disclose relevant post-secondary education and professional training for each associate of the firm, as well as their business experience for at least the most recent five years.

### **Associated Person**

#### ***Investment Advisor Representative***

Donald Frederick Rupp

Year of Birth: 1950 / CRD Number: 1040639

#### ***Educational Background and Business Experience***

##### **Educational Background**

Bachelors of Arts in Education, Loras College; Dubuque, IA

Chartered Life Underwriter

##### **Business Experience**

Weitzel Financial Services, Inc. (07/2013-Present)

Dubuque, IA

Registered Representative (07/2013-Present)

Investment Advisor Representative (01/2017-Present)

Transamerica Financial Advisors, Inc. (07/06/2011 – 07/18/2013)

Dubuque, IA

Registered Representative

## **Item 3 – Disciplinary Information**

Registered investment advisors are required to disclose certain material facts regarding any legal or disciplinary events that would be material to the evaluation of each officer or a supervised person providing investment advice. Donald Rupp has not been the subject of any such event.

## **Item 4 – Other Business Activities**

Investment advisor representatives are required to disclose outside business activities that account for a significant portion of their time or income, or that may present a conflict of interest with their advisory activities.

Donald Rupp is not registered, nor has an application pending to register, as an associated person of a futures commissions merchant, commodity pool operator, or commodity trading advisor. Neither Mr. Rupp nor our advisory firm has a material relationship with the issuer of a security.

Donald Rupp is a licensed insurance agent and is able to sell annuities, life, health, disability income and long-term care coverage to interested parties through various unaffiliated insurance companies via our firm. He receives commissions and renewals from the issuer on a client's purchase of an insurance contract. This activity involves approximately 25% of his time during traditional business hours each month. He is a registered representative of the firm's FINRA member broker/dealer. This activity involves 50% or more of his time each month. He may therefore perform in the role as registered representative, insurance agent, or as representative of our investment advisor, and he will disclose in advance of a transaction or advisory agreement the capacity in which he is serving a client, to include the conflict of interest the role or service to be provided may incur. He

may receive commissions, overrides or other compensation from the sale of an insurance contract through various unaffiliated carriers, as well as commissions, bonuses, advisory fees or other compensation from the sale of securities through our broker/dealer; including distribution or service ("trail") fees from the sale of mutual funds. The potential for the receipt of commissions and other compensation gives an associate an incentive to offer a recommendation based on the compensation received rather than on the client's needs. Mr. Rupp and our firm take their responsibilities seriously and intend to only make recommendations believed appropriate for the client.

#### **Item 5 – Additional Compensation**

Neither our advisory firm nor Donald Rupp is compensated for advisory services involving performance-based fees. Firm policy does not allow associated persons to accept or receive additional economic benefit, such as sales awards or other prizes, for providing advisory services to firm clients.

#### **Item 6 – Supervision**

Firm policies and procedures have been designed to ensure appropriate recordkeeping and supervision, and all associates are required to adhere to our firm's Code of Ethics and procedural guidelines. Bradley Weitzel, as Chief Compliance Officer, will monitor firm activities and the advice provided by performing the following ongoing reviews:

- Account opening documentation when the relationship is established
- Review of account transactions
- Assessments of the client's financial situation, objectives, and investment needs
- A review of client correspondence on an as needed basis
- Periodic internal firm review

Questions relative to the firm, its services or this Form ADV Part 2 may be made to the attention of Bradley Weitzel at (563) 583-6020. Additional information about the firm, other advisory firms, or an associated investment advisor representative is available on the Internet at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). A search of this site for firms may be accomplished by firm name or a unique firm identifier, known as an IARD or CRD number. The IARD number for Weitzel Financial Services, Inc. is 27346. The business and disciplinary history, if any, of an investment advisory firm and its representatives may also be obtained by calling your state securities commission.

#### **Item 7 – Requirements for State-Registered Advisors**

There have been neither awards nor sanctions or other matter where Donald Rupp or Weitzel Financial Services, Inc. has been found liable in an arbitration, self-regulatory or administrative proceeding. Neither Donald Rupp nor Weitzel Financial Services, Inc. has been the subject of a bankruptcy petition.