

3 Factor Indexing, LLC

Brochure Supplement (ADV Part 2B)

Supervised Persons

Edward Rodden
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This brochure supplement provides information about Edward Rodden that supplements the 3 Factor Indexing, LLC brochure. You should have received a copy of that brochure. Please contact us at 650-332-2478, if you did not receive 3 Factor Indexing's brochure or if you have any questions about the contents of this supplement.

Additional information about Edward Rodden is available on the SEC's website at www.adviserinfo.sec.gov.

Please note that registration does not imply a certain level of skill or training.

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Item 1. Cover Page –see cover

Item 2. Educational and Business Background

Educational and Business Background of Mr. Rodden

Mr. Rodden holds a Bachelor of Arts from Princeton University and a MBA from Stanford Graduate School of Business.

Ed is CEO of 3 Factor Indexing and a Partner with Silicon Valley Consulting (since 2008). Prior to this, Ed was an executive with HRJ Capital (2005-2008) and a registered representative with Inter Securities (2006-2008).

Previously he was a Senior Vice President at Charles Schwab & Co (1993-2005) and was employed at McKinsey & Co. (1991-1993).

Item 3. Disciplinary Information

There are no disciplinary actions to disclose for any employees.

Item 4. Other Business Activities

Ed Rodden is a Partner of Silicon Valley Consulting where he engages in Business Strategy Consulting. These activities take approximately 90 hours per month, of which about 45 hours is during trading hours.

Item 5. Additional Compensation

No additional compensation is received for providing advisory services to clients.

Item 6. Supervision

Robert Sawyer (CCO) is responsible for the supervision of Edward Rodden's advisory practices. Mr. Sawyer can be reached at 650-260-4689 or bobs@3factorindexing.com.

Item 7. Requirements for State-Registered Advisors

Mr. Rodden has never been involved in an arbitration claim, and has never been found liable in a *civil, self-regulatory organization, or administrative proceeding* of any kind, nor of any infraction deemed material. There have not been any bankruptcy filings in the past ten years by Mr. Rodden.