

# FORM ADV PART 2A DISCLOSURE BROCHURE



# PALADIN CAPITAL

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This brochure provides information about the qualifications and business practices of Paladin Capital, LLC. Being registered as a registered investment adviser does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 651-842-8406. 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 Paladin Capital, LLC CRD (#288037) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

**AUGUST 4, 2023**

## **Item 2: Material Changes**

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### **Annual Update**

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

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

Since the last filing of this brochure on July 5, 2023, the following changes have occurred:

- The entire brochure is being updated for SEC registration. Item 5 to remove the example of the fee calculation.
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### **Full Brochure Available**

This Firm Brochure being delivered is the complete brochure for the Firm.

### Item 3: Table of Contents

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## Item 4: Advisory Business

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### **Firm Description**

Paladin Capital, LLC ("PC") was founded in 2017. Jeffrey Foley is majority owner and Managing Member.

PC is a fee based financial planning and investment management firm.

PC does not act as a custodian of client assets.

An evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement, risk analysis or similar document. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, tax preparers, insurance agents, etc.) are engaged directly by the client on an as-needed basis and may charge fees of their own. Conflicts of interest will be disclosed to the client in the event they should occur.

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### **Types of Advisory Services**

#### **ERISA PLAN SERVICES**

PC provides services to qualified and non-qualified retirement plans including 401(k) plans, 403(b) plans, pension and profit sharing plans, cash balance plans, and deferred compensation plans. PC will act as a 3(21) advisor:

**Limited Scope ERISA 3(21) Fiduciary.** PC typically acts as a limited scope ERISA 3(21) fiduciary that can advise, help and assist plan sponsors with their investment decisions on a non-discretionary basis. As an investment advisor, PC has a fiduciary duty to act in the best interest of the client. The plan sponsor is still ultimately responsible for the decisions made in their plan, though using PC can help the plan sponsor delegate liability by following a diligent process.

1. Fiduciary Services are:

- Provide non-discretionary investment advice to the Client about asset classes and investment alternatives available for the Plan in accordance with the Plan's investment policies and objectives. Client will make the final decision regarding the initial selection, retention, removal and addition of investment options.
- Assist the Client in the development of an investment policy statement ("IPS"). The IPS establishes the investment policies and objectives for the Plan. Client shall have the ultimate responsibility and authority to establish such policies and objectives and to adopt and amend the IPS.
- Provide non-discretionary investment advice to the Plan Sponsor with respect to the selection of a qualified default investment alternative for participants who are automatically enrolled in the Plan or who have otherwise failed to make investment elections. The Client retains the sole responsibility to provide all notices to the Plan participants required under ERISA Section 404(c) (5) and 404(a)-5.

2. Non-fiduciary Services are:

- Assist in the education of Plan participants about general investment information and the investment alternatives available to them under the Plan. Client understands Advisor's assistance in education of the Plan participants shall be consistent with and within the scope of the Department of Labor's definition of investment education (Department of Labor Interpretive Bulletin 96-1). As such, Advisor is not providing fiduciary advice as defined by ERISA 3(21)(A)(ii) to the Plan participants. Advisor will not provide investment advice concerning the prudence of any investment option or combination of investment options for a particular participant or beneficiary under the Plan.
- Assist in monitoring investment options by preparing periodic investment reports that document investment performance, consistency of fund management and conformance to the guidelines set forth in the IPS and make recommendations to maintain, remove or replace investment options.
- Assist in the group enrollment meetings designed to increase retirement plan participation among the employees and investment and financial understanding by the employees.
- Meet with Client on a periodic basis to discuss the reports and the investment recommendations.

PC may provide these services or, alternatively, may arrange for the Plan's other providers to offer these services, as agreed upon between PC and Client.

3. PC has no responsibility to provide services related to the following types of assets ("Excluded Assets"):

1. Employer securities;
2. Real estate (except for real estate funds or publicly traded REITs);
3. Stock brokerage accounts or mutual fund windows;
4. Participant loans;
5. Non-publicly traded partnership interests;
6. Other non-publicly traded securities or property (other than collective trusts and similar vehicles); or
7. Other hard-to-value or illiquid securities or property.

Excluded Assets will **not** be included in the calculation of Fees paid to Advisor under this Agreement.

Specific services will be outlined in detail to each plan in the 408(b)2 disclosure.

**FINANCIAL PLANNING AND CONSULTING**

If financial planning services are applicable, the client will compensate PC on an hourly fee basis or fixed fee basis described in detail under the "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 PC. Financial plans will be completed and delivered inside of ninety (90) days.

### **SOLICITOR ARRANGEMENT**

When deemed appropriate for the client, we may recommend that clients utilize the services of a Third Party Manager ("TPM") to manage a portion of, or your entire portfolio. All TPMs that we recommend must either be registered as investment advisers with the Securities and Exchange Commission or with the appropriate state authority(ies).

After gathering information about your financial situation and objectives, an Associated Person of our firm will make recommendations regarding the suitability of a TPM or investment style based on, but not limited to, your financial needs, investment goals, tolerance for risk, and investment objectives. Upon selection of a TPM(s), we will monitor the performance of the TPM(s) to ensure their performance and investment style remains aligned with your investment goals and objectives.

In such circumstances, we receive solicitor fees from the TPM. We act as the liaison between the client and the TPM in return for an ongoing portion of the advisory fees charged by the TPM. We help the client complete the necessary paperwork of the TPM, provide ongoing services to the client, will provide the TPM with any changes in client status as provided to us by the client and review the quarterly statements provided by the TPM. We will deliver the Form ADV Part 2, Privacy Notice and Solicitors Disclosure Statement of the TPM. Clients placed with TPMs will be billed in accordance with the TPM's Fee Schedule which will be disclosed to the client prior to signing an agreement. This is detailed in Item 10 of this brochure.

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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 written client consent.

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### **Wrap Fee Programs**

PC does not sponsor any wrap fee programs.

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### **Client Assets under Management**

As of July 5 2023, PC had no client assets under their management; all assets are being managed by third party money managers.

## **Item 5: Fees and Compensation**

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### **Method of Compensation and Fee Schedule**

#### **ERISA PLAN SERVICES**

The annual fees are based on the market value of the Included Assets and will not exceed 1%. Fees are charged either quarterly or monthly and in arrears or advance, depending on the plan. Fees are based on the assets as calculated by the custodian or record keeper of the Included Assets (without adjustments for anticipated withdrawals by Plan participants or other anticipated or scheduled transfers or distribution of assets) on the balance as of the last day of the previous billing cycle. If the services to be provided start any time other than the first day of a billing cycle, the fee will be prorated based on the number of days



remaining in the cycle. If this Agreement is terminated prior to the end of the fee period, PC shall be entitled to a prorated fee based on the number of days during the fee period services were provided, or Client will be entitled to a pro rata refund.

The compensation of PC for the services is described in detail in Schedule A of the ERISA Plan Agreement. The Plan is obligated to pay the fees, however the Plan Sponsor may elect to pay the fees. Client may elect to be billed directly or have fees deducted from Plan Assets. PC does not expect to receive any additional compensation, directly or indirectly, for its services under this Agreement.

## **FINANCIAL PLANNING and CONSULTING**

PC charges either an hourly fee or fixed fees for financial planning. Prior to the planning process the client will be provided an estimated plan fee. The services include but are not limited to a thorough review of all applicable topics including Wills, Estate Plan/Trusts, Investments, Taxes, and Insurance. Client will pay the fee at the signing of the agreement. Services are completed and delivered inside of ninety (90) days. Client may cancel within five (5) days of signing the Agreement for a full refund. If the client cancels after five (5) days, any unearned fees will be refunded to the client.

### **HOURLY FEES**

Financial Planning Services are offered based on an hourly fee of \$350 per hour.

### **FIXED FEES**

Financial Planning Services are offered based on a fixed fee between \$500 and \$25,000.

## **SOLICITOR FEES**

PC may at times use the services of third party money managers and receive a solicitor fee for soliciting clients. PC will be paid a portion of the advisory fee paid to the third party money manager. The client will not pay additional advisory fees to the third party money manager for these services.

PC currently has a solicitor arrangement with Gradient Investments, LLC ("GI"). The fees associated with this money manager are as follows:

<b>Fee Schedule per Account: Strategic - Tactical - Allocation Portfolios</b>			
Assets Valuation	Maximum Annual Advisory Fee	GI Retention	PC Retention
All Assets	1.50%	.50%	1.00%

<b>Fee Schedule per Account: Preservation Portfolios</b>			
Assets Valuation	Maximum Annual Advisory Fee	GI Retention	PC Retention
All Values	1.00%	.40%	.60%

<b>Fee Schedule per Account: Client Directed Accounts</b>			
Assets Valuation	Maximum Annual Advisory Fee*	GI Retention	PC Retention
All Assets	\$300	\$300	\$0

For Client Directed Accounts (CDA), GI will assist in the opening, closing and transferring of accounts. GI will not have discretion at any time on these accounts. Client is solely responsible for the assets held within the accounts and their values which could increase or decrease (potential loss of principal). GI will not execute trades in CDA accounts. GI exceptions will be made for withdrawals to client or assets transferred into a GI managed portfolio. GI will also provide performance reporting on these accounts and can furnish 3<sup>rd</sup> party analysis reports per the client's request. Similar services may be available through other sources for a lower fee.

These are flat fee schedules, the entire portfolio is charged the same asset management fee.

Example:

Portfolio	Calculation	Quarterly Fee
Strategic-Tactical-Allocation Portfolios	$(\$750,000 * 1.50\%) * (91/365)$	\$2,804.79
Preservation Portfolio	$(\$750,000 * 1.00\%) * (91/365)$	\$1,869.86

Fee Calculation: (Quarter End Value x Annual Fee %) x (Days in Quarter/Days in Year)  
+ **\$15 Quarterly Service Fee\***

\* The \$15 Quarterly Service Fee is the technology fee charged per account or investment strategy for performance and other reporting. This fee is disclosed in our ADV Part 2A (Item 5: Fees and Compensation) and in our Investment Proposal and Contract (Schedule D: Schedule of Fees).

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 PC their share of the fees. PC does not have access to deduct Client fees. Clients may terminate their account within five (5) business days of signing the investment advisory agreement without penalty or 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 PC their portion of the final fee.

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

ERISA fees will be billed according to the ERISA agreement and either deducted from Plan assets or paid directly by the Plan Sponsor.

Fees for financial plans are payable direct to PC by check or credit card.

Fees for asset management services provided by TPM are deducted from a designated Client account by TPM to facilitate billing. The Client must consent in advance to direct debiting of their investment account.

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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.

PC, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

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

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#### **Prepayment of Client Fees**

Financial planning clients will be billed at the signing of the agreement.

Some ERISA plans may be billed in advance.

If the client cancels after five (5) days, any unearned fees will be refunded to the client.

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

PC does not receive any external compensation for the sale of securities to clients, but investment advisor representatives of PC may receive commissions for the sale of securities as registered representatives of unaffiliated broker dealers. This represents a conflict of interest because it gives an incentive to recommend products and services 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 or services through another insurance agent or broker dealer of their choosing.

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**Item 6: Performance-Based Fees and Side-by-Side Management**

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**Sharing of Capital Gains**

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

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

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**Item 7: Types of Clients**

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**Description**

PC generally provides investment advice to individuals, pension and profit sharing plans, trusts, estates, or charitable organizations, corporations or business entities.

Client relationships vary in scope and length of service.

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**Account Minimums**

Some third party money managers may have minimums which would be disclosed in the documents provided by the third party money manager.

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

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**Methods of Analysis**

TPMs utilized by PC may use various methods of analysis to determine the proper strategy for the Client referred and these will be disclosed in the TPM's Form ADV Part 2. Investing in securities involves risk of loss that Clients should be prepared to bear. Past performance is not a guarantee of future returns. Other strategies utilized by TPMs may include long-term purchases, short-term purchases, trading, and option writing (including covered options, uncovered options or spreading strategies).

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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 a client profile form or similar form that documents their objectives and their desired investment strategy.

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## **Security Specific Material Risks**

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind.

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**

Neither PC, nor its management have been involved in any criminal or civil action.

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### **Administrative Enforcement Proceedings**

Neither PC, nor its management have been involved in administrative enforcement proceedings.

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### **Self-Regulatory Organization Enforcement Proceedings**

Neither PC, nor its management have been involved in legal or disciplinary events related to past or present investment clients.

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

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### **Broker-Dealer or Representative Registration**

Affiliated representatives of PC may also be registered representatives of a broker-dealer. The outside business activity for each investment advisor representative is disclosed in their Form ADV Part 2B supplement to this brochure.

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### **Futures or Commodity Registration**

Neither PC 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 Jeffrey Foley is also owner and a licensed insurance agent of Paladin Insurance, LLC. Approximately 19% of Mr. Foley's time is spent in this practice. Mr. Foley is also owner and investment advisor representative of Paladin Wealth, LLC, an affiliated company. Approximately 62% of his time is spent on these activities. Mr. Foley is also a registered representative of Gradient Securities, LLC, a broker dealer. Approximately 3% of his time is spent on these activities. From time to time, he will offer clients products and/or services from these activities.

This represents a conflict of interest because it gives an incentive to recommend products and services 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 or services through another insurance agent, broker dealer, or registered investment advisor of their choosing.

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

PC may at times utilize the services of Third Party Money Managers to manage client accounts. In such circumstances, PC will share in the Third Party asset management fee. This situation creates a conflict of interest. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the client's best interest first and will act accordingly. When referring clients to a third party money manager, the client's best interest will be the main determining factor of PC. These fees do not include brokerage fees that may be assessed by the custodial broker dealer. Fees for these services will be based on a percentage of assets under management not to exceed any limit imposed by any regulatory agency. The final fee schedule will be attached to Exhibit D in PC's Investment Advisory Agreement.

Prior to referring any clients to third party advisors, PC will make sure that they are properly registered or notice filed.

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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 PC have committed to a Code of Ethics ("Code"). The purpose of our Code is to set forth standards of conduct expected of PC employees and addresses conflicts that may arise. The Code defines acceptable behavior for employees of PC. The Code reflects PC 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.

PC'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 PC 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.

PC's Code is based on the guiding principle that the interests of the client are our top priority. PC'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.

The firm 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**

PC 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**

PC and its employees may buy or sell securities that are also held by 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 PC with copies of their brokerage statements.

The Chief Compliance Officer of PC is Jeffrey Foley. He reviews all employee trades monthly. 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**

PC 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 PC with copies of their brokerage statements.

## **Item 12: Brokerage Practices**

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

PC does not manage money, therefore PC does not recommend the use of a particular broker-dealer.

- *Directed Brokerage*  
PC utilizes TPM's and therefore it does not take direction from Clients as to what broker-dealer to use. Not all advisors require their clients to direct brokerage.
- *Best Execution*  
Investment advisors who manage or supervise Client portfolios have a fiduciary obligation of best execution. PC does not manage Client accounts.
- *Soft Dollar Arrangements*  
The Securities and Exchange Commission defines soft dollar practices as arrangements under which products or services other than execution services are obtained by PC from or through a broker-dealer in exchange for directing client transactions to the broker-dealer. PC does not have any soft dollar arrangements.

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**Aggregating Securities Transactions for Client Accounts**

PC does not aggregate trades.

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

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

Account managed by TPM's are reviewed on a quarterly basis by Jeffrey Foley, Chief Compliance Officer of PC. 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 third party money manager's custodian. Client receives confirmations of each transaction in account from the 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**

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

This situation creates a conflict of interest because PC 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 PC. However, when referring clients to a third party money manager, the client's best interest will be the main determining factor of PC.

PC'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**

PC does not compensate for client referrals.

## **Item 15: Custody**

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### **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 any documentation or reports prepared by TPM.

## **Item 16: Investment Discretion**

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### **Discretionary Authority for Trading**

PC does not manage securities accounts on behalf of Clients.

## **Item 17: Voting Client Securities**

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### **Proxy Votes**

PC 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.

When assistance on voting proxies is requested, PC will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the client.

## **Item 18: Financial Information**

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### **Balance Sheet**

A balance sheet is not required to be provided because PC does not serve as a custodian for client funds or securities and PC does not require prepayment of fees of more than \$1,200 per client and six months or more in advance.

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

PC has no condition that is reasonably likely to impair our ability to meet contractual commitments to our clients.

### **Bankruptcy Petitions during the Past Ten Years**

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



Item 1 Cover Page

**SUPERVISED PERSON BROCHURE**  
FORM ADV PART 2B

Jeffrey Foley, CFP®, MSM



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Arden Hills, MN 55126

Office Tel: 651-842-8406  
Toll Free Tel: 877-219-3199

[jeff.foley@capitalpaladin.com](mailto:jeff.foley@capitalpaladin.com)

This brochure supplement provides information about Jeff Foley and supplements Paladin Capital, LLC's brochure. You should have received a copy of that brochure. Please contact Jeff Foley if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Jeff Foley (CRD #4237174) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**AUGUST 4, 2023**

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

### **Supervised Person Brochure**

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#### **Principal Executive Officer**

##### **Jeffrey Foley, CFP®, MSM**

- Year of birth: 1975

Jeffrey Foley brings over 25 years of financial services experience in the investment and insurance industries. Jeff was co-founder and President of a FINRA-registered broker/dealer and SEC-registered investment advisor where he worked directly with clients and provided practice management guidance to the firm's representatives. He also performed investment analysis and ensured the firm's compliance with state and federal regulatory requirements. In the insurance industry, he worked with a leading national marketing organization where he served as Vice President of Marketing. He earned his Master's of Science in Management from the American College and graduated with honors from Bethany College. Over the course of his career, Jeff has attained his Series 6, 7, 24, 53, 63 and 66 registrations as well as the CFP® designation. He also holds his Life and Health license in numerous states.

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

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

- Certified Financial Planner (CFP®), CFP® Board; 2013
- The American College; Masters of Science in Management; 2008
- Bethany College; BA, Business Management; 1997

##### **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, administered in 10 hours over a two-day period, 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.

#### **Business Experience:**

- Paladin Capital, LLC; Managing Member/Investment Advisor Representative; 3/2017-Present
- Paladin Insurance, LLC; Managing Member/Insurance Agent; 06/2017-Present
- Paladin Wealth, LLC; Managing Member/Investment Advisor Representative; 03/2017-Present
- Gradient Securities, LLC; Registered Representative; 03/2016-Present
- Gradient Investments, LLC; Solicitor; 02/2022-05/2022
- Sole Proprietor; Independent Insurance Agent; 04/2000-05/2017
- Gradient Securities, LLC; Investment Advisor Representative; 03/2016-06/2017
- Gradient Securities, LLC; President; 06/2009-06/2017
- Gradient Advisors, LLC; Elected Manager; 02/2010-04/2015
- Gradient Tax, LLC; President; 10/2008-11/2013
- Gradient Insurance Brokerage, Inc.; Senior Vice President; 10/2008-07/2009
- Gradient Investments, LLC; CCO; 10/2008-02/2010
- Old Mutual Financial Network Securities; Principal; 04/2007-08/2008
- Old Mutual Financial Network; AVP, BD & Marketing Relations; 04/2006- 08/2008
- Insurance Formology; President; 2005-2006

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**Item 3 Disciplinary Information**

*Criminal or Civil Action:* None to report.

*Administrative Proceeding:* None to report.

*Self-Regulatory Proceeding:* None to report.

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**Item 4 Other Business Activities**

Managing Member Jeffrey Foley is also owner and a licensed insurance agent of Paladin Insurance, LLC. Approximately 19% of Mr. Foley's time is spent in this practice. Mr. Foley is also owner and investment advisor representative of Paladin Wealth, LLC, an affiliated company. Approximately 62% of his time is spent on these activities. Mr. Foley is also a registered representative of Gradient Securities, LLC, a broker dealer. Approximately 3% of his time is spent on these activities. From time to time, he will offer clients products and/or services from these activities.

This represents a conflict of interest because it gives an incentive to recommend products and services 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 or services through another insurance agent, broker dealer, or registered investment advisor of their choosing.

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**Item 5 Additional Compensation**

Mr. Foley receives additional compensation in his capacity as an insurance agent and registered representative of Gradient Securities, LLC, but he does not receive any performance based fees.

Mr. Foley 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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**Item 6 Supervision**

Since Mr. Foley is the Chief Compliance Officer of Paladin Capital, LLC 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 [jeff.foley@capitalpaladin.com](mailto:jeff.foley@capitalpaladin.com) or 651-842-8406.