

Form ADV Part 2B – Brochure Supplement

for

Jeremy D. Reed, CFP®
Associate Financial Advisor

Advent Partners in Financial Planning
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Effective: February 23, 2021

This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of Jeremy D. Reed (CRD# 6628677) in addition to the information contained in the Thrivent Advisor Network, LLC (“TAN” or the “Advisor”, CRD# 304569) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the TAN Disclosure Brochure or this Brochure Supplement, please contact us at (612) 844-8444.

Additional information about Mr. Reed is available on the SEC’s Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with his full name or his Individual CRD# 6628677.

Our Advisory Persons provide advisory services under a practice name or “doing business as” name or may have their own legal business entities. However, advisory services are engaged exclusively through Thrivent Advisor Network, LLC, a registered investment adviser.

Item 2 – Educational Background and Business Experience

Jeremy D. Reed, born in 1991, is dedicated to advising Clients of TAN as an Associate Financial Advisor of Advent Partners in Financial Planning. Mr. Reed earned a B.S. in Finance from Salisbury University in 2013. Additional information regarding Mr. Reed's employment history is included below.

Employment History:

Associate Financial Advisor, Thrivent Advisor Network, LLC	02/2021 to Present
Registered Client Associate, RBC Wealth Management	03/2016 to 02/2021
Operations Accountant 2, Wells Fargo	10/2014 to 03/2016
Substitute Teacher, Carroll County Public Schools	08/2014 to 10/2014

Certified Financial Planner™ (“CFP®”)

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. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

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®.

Item 3 – Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding Mr. Reed. Mr. Reed has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Reed.

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Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Reed.***

However, we do encourage you to independently view the background of Mr. Reed on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with his full name or his Individual CRD# 6628677.

Item 4 – Other Business Activities

Mr. Reed is dedicated to the investment advisory activities of TAN's Clients. Mr. Reed does not have any other business activities.

Item 5 – Additional Compensation

Mr. Reed is dedicated to the investment advisory activities of TAN's Clients. Mr. Reed does not receive any additional forms of compensation.

At TAN, Mr. Reed receives compensation for providing investment advisory services that is primarily based on a percentage of fees charged on assets under management for investment management services and/or a percentage of fees charged for financial planning and consulting services.

Mr. Reed may, from time to time, receive additional compensation or other economic benefits; such as, sales awards, recruiting and training support services, expense reimbursement, software, bonuses or non-cash compensation (e.g., attend sales conferences and other recognition events) for providing investment advisory products or services.

Mr. Reed may be eligible to receive compensation for referring individuals who become Advisory Persons of Thrivent. The compensation paid to the referring Advisory Persons is based on the referred individuals becoming Advisory Persons of Thrivent and revenue from investment advisory fees earned by them.

In certain instances, TAN may provide for a cash bonus or other economic benefit to Mr. Reed based on the number of new clients that purchase certain eligible products and services, including advisory products and services. This additional compensation is based on the number of Mr. Reed's new clients who become members of Thrivent Financial for Lutherans because the clients bought a membership-eligible product, retention of assets, and or their sales volume of specific products and services.

Item 6 – Supervision

Mr. Reed serves as an Associate Financial Advisor of Advent Partners in Financial Planning a d/b/a of TAN and is supervised by David Belotte, the Chief Compliance Officer. Mr. Belotte can be reached at (612) 844-8444.

TAN has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of TAN. Further, TAN is subject to regulatory oversight by various agencies. These agencies require registration by TAN and its Supervised Persons. As a registered entity, TAN is subject to examinations by regulators, which may be announced or unannounced. TAN is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.