

This document provides information about Janel C. Kalish that supplements the Klaas Financial Asset Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Janel C. Kalish, Investment Adviser Representative, if you did not receive Klaas Financial Asset Advisors, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Janel C. Kalish is also available on the SEC's website at www.adviserinfo.sec.gov.

Klaas Financial Asset Advisors, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Janel C. Kalish

Personal CRD Number: **1813960**

Investment Adviser Representative

5951 McKee Rd Ste 200, Fitchburg, WI 53719 | 608-442-5637 | 800-396-0928 | janelk@klaasfinancial.com



klaasfinancial.com

Date of Supplement: May 23, 2018

Item 2: Educational Background and Business Experience

NAME: Janel C. Kalish

BORN: 1965

PROFESSIONAL DESIGNATIONS

CFP® - Certified Financial Planner: 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 62,000 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, 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:

- i. **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
- ii. **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.

Item 2 [continued]

EDUCATIONAL BACKGROUND

Bachelor of Business Administration (1987) — Finance (with emphasis in Financial Planning),
University of Wisconsin-Whitewater

BUSINESS BACKGROUND

- | | |
|--------------------------|--|
| ▶ Jan. 2018 – Present | Investment Adviser Representative
<i>Klaas Financial Asset Advisors, LLC</i> |
| ▶ Jan. 2018 – Present | Licensed Sales Assistant
<i>Investacorp, Inc.</i> |
| ▶ Aug. 2010 – Jan. 2018 | Paraplanner
<i>Nan M. Zimdars, Inc.</i> |
| ▶ Sept. 2011 – Jan. 2018 | Registered Office Assistant
<i>Securities America, Inc.</i> |
| ▶ Aug. 2009 – Aug. 2010 | IRA Services
<i>Ascensus</i> |
| ▶ Dec. 2003 – Aug. 2009 | IRA Services
<i>CUNA Mutual Group</i> |

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Investment Adviser Representatives associated with Klaas are securities licensed through Investacorp, Inc., a registered broker/dealer, member FINRA, SIPC. Investacorp, Inc. and Klaas are not affiliated. Clients are not obligated to execute securities transactions through these individuals. However, should clients choose to execute securities transactions through these individuals, then clients are advised that they will pay a commission to them and a conflict of interest exists.

Investment Adviser Representatives associated with Klaas are insurance licensed to offer fixed insurance products through various insurance companies. Clients are not obligated to execute insurance purchases through these individuals. However, should clients choose to execute insurance transactions through these individuals, then clients are advised that they will pay a commission to them and a conflict of interest exists.

Certain of Klaas' principal executive officers and other individuals who determine investment advice given to clients are registered representatives of Investacorp, Inc., a registered broker-dealer. Investacorp, Inc. is affiliated with Ladenburg Thalman Asset Management, Inc.

Janel C. Kalish is a registered representative of Investacorp, Inc. From time to time, she will offer clients advice or products from that activity. Clients should be aware that these services pay a commission and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser.

Klaas Financial Asset Advisors, LLC always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Klaas Financial Asset Advisors, LLC in such individual's capacity as a registered representative and licensed insurance agent.

Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, Janel C. Kalish does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Klaas Financial Asset Advisors, LLC.

Item 6: Supervision

As a representative of Klaas Financial Asset Advisors, LLC, Janel C. Kalish works closely with the supervisors, Craig J. Klaas and Maleeah L. Wernsing-Cuevas, and all advice provided to clients is reviewed by the supervisors prior to implementation.

Craig J. Klaas' contact information is:

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Maleeah L. Wernsing-Cuevas' contact information is:

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