

Form ADV Part 2A – Disclosure Brochure
SJHL Financial Group
IARD# 285946

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May 11, 2023

This Disclosure Brochure provides information about the qualifications and business practices of SJHL Financial Services, LLC, d/b/a SJHL Financial Group. ("SJHL" or the "Advisor"). If you have any questions about the contents of this Disclosure Brochure, please contact us at: (620) 241-1826, or by email at: tkliewer@sjhl.com.

The information in this Disclosure Brochure has not been approved or verified by the U.S. Securities and Exchange Commission ("SEC") or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information about SJHL to assist you in determining whether to retain them as an Advisor.

Additional information about SJHL and its advisory personnel are available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Material Changes

Material Changes since the Last Update

Since the firm's last ADV annual update of March 30, 2022, the firm filed an application for registration as an investment adviser which was approved with the Securities and Exchange Commission ("SEC").

Summary of Material Changes

When material changes occur, we will amend this Disclosure Brochure to reflect the changes. Annually, a Summary of Material Changes will be provided to each Client and an offer of a complete Disclosure Brochure if a material change occurs in the business practices of SJHL.

Since SJHL's last annual update on March 15, 2023, the firm made a change to the sub adviser that it uses. More information on this change is available in Items 4, 5, 8, and 10. In May, Ellea Ediger obtained her Investment Adviser Representative registration in Kansas.

Full Brochure Available

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov. You may also request a copy of this Disclosure Brochure at any time, by contacting us at (620)241-1826, or by email at: tkliewer@sjhl.com.

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Item 4 – Advisory Services

A. Firm Information

The following provides information about a variety of topics relating to SJHL Financial Services, LLC d/b/a SJHL Financial Group (hereinafter referred to as "SJHL" or the "Advisor"), its business practices and conflicts of interest.

SJHL is a SEC registered investment adviser with its principal office and place of business in Kansas. SJHL was founded in October 2016, and is owned and operated by Kyle Hawk, Keith Janzen, and Chet Buchman. SJHL is affiliated with Swindoll, Janzen, Hawk & Loyd, LLC through common ownership.

B. Advisory Services Offered

SJHL offers financial planning and investment advisory services to individuals, pension and profit-sharing plans, trusts, estates, and small businesses (each referred to as a "Client"). Prior to engaging SJHL, each Client is required to enter into an investment advisory agreement with SJHL that defines the terms, conditions, authority, and responsibilities of SJHL and the Client.

SJHL hereby acknowledges that it is a "fiduciary" when the firm's services are subject to the provisions of ERISA of 1974, as amended. When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours.

Investment Management Services

SJHL provides customized investment advisory solutions for its Clients. This is achieved through continuous personal client contact and interaction while providing discretionary investment management and oversight services. SJHL works with each Client to identify their investment goals and objectives as well as risk tolerance and financial situation to create a portfolio allocation.

SJHL, in connection with the Client, will identify the Client's investment goals and objectives along with the broad strategy[ies] to be employed to meet the objectives. SJHL will develop a strategic asset allocation that is targeted to meet the identified investment objectives, time horizon, financial situation and tolerance for risk for each Client. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to acceptance by SJHL.

At times, SJHL will provide clients with financial planning recommendations as part of its investment management services. These services range in nature and scope depending upon the Client's needs. When financial planning recommendations are provided, these are done so as part of the investment management services at no additional cost.

SJHL will provide investment management and ongoing oversight of the Client's account using a portfolio, consisting of low-cost, diversified mutual funds and/or exchange-traded funds ("ETFs") to achieve the Client's investment goals. Initial public offerings (IPOs) and non-traded REITS are not available through SJHL.

Accounts are managed on a discretionary basis. SJHL will be responsible for selecting funds for the account, and their amounts.

At no time will SJHL accept or maintain physical custody of a Client's funds or securities. The firm does have constructive custody due to the direct deduction of SJHL's fees and due to the use of Standing Letters of Authorization for third-party money movement with the client's custodian.

Use of Sub-Adviser

SJHL has contracted with Buckingham Strategic Partners, LLC ("BSP"), for services including trade processing, collection of management fees, record maintenance, report preparation, marketing assistance, and research. SJHL has also contracted with BSP for certain sub-advisory services. SJHL pays a fee for these BSP services based on management fees paid to SJHL on accounts that use BSP services. These fees will not be separately charged to advisory clients. The fee paid by SJHL to BSP varies based on the total amount of client assets administered and/or sub advised by BSP through SJHL, and as BSP acts as subadvisor for more client funds, the rate it charges to SJHL decreases; therefore, SJHL has a conflict in that it has an incentive to recommend more clients work with BSP, which is mitigated by the fact that recommendations that clients work with BSP are only made when in the best interests of clients and the decision to work with BSP is ultimately the client's.

For investment management services, SJHL will request authority from the client to delegate discretion to trade in the client's account, and to receive quarterly payments directly from the client's account held by an independent custodian. Clients may provide written limited authorization to SJHL or its designated service provider, BSP, to withdraw fees from the account. Clients will receive custodial statements showing the advisory fees debited from their account(s). Certain third-party administrators will calculate and debit [Advisor]'s fee and remit such fee to SJHL.

Retirement Plan Consulting Services

We offer services to both plan sponsors and participants of retirement benefit plans. SJHL has contracted with BSP, when providing investment management services to the plan.

Plan Design and Provider Consulting. We may assist with various aspects of the plan design. We evaluate bundled or unbundled retirement plan service providers, including record keepers, third party administrators, trustees, custodians, investment companies and legal and accounting professionals.

Investment Services. We offer assistance in creating and establishing a plan's asset allocation and in evaluating and monitoring investment options. This may include reviewing appropriate investment options for the plan, asset classes and investment styles, evaluating and recommending investment managers, types and selection of investment options. We may also conduct periodic reviews of the plan's investments to evaluate performance, risk characteristics and expenses and recommend changes where appropriate.

Employee Education Services. We provide services to help plan participants choose an appropriate deferral rate and investment selection by holding enrollment meetings and providing online or printed educational materials to encourage participation and help employees choose appropriate deferral rates and investment elections. We may also work directly with plan participants to help them evaluate their retirement savings goals and implement appropriate contribution amounts and investments available in the plan.

To assist plan sponsors in fulfilling their ERISA fiduciary responsibilities, We may compare a plan's services, investments, features and fees against those of comparable plans in similar-sized organizations, provide educational resources to help plan sponsors understand and meet their fiduciary obligations and provide detailed listings and explanations of all fees paid by the plan and participants to service providers and identify appropriate opportunities for cost savings.

All recommendations of investment options and portfolios are submitted to the client for ultimate approval or rejection. Therefore, it is always the client's responsibility to make changes to the plan itself.

In the event a client contracts with SJHL for one-on-one consulting services with plan participants, those services are consultative in nature and do not involve SJHL implementing recommendations in individual participant accounts. It is the responsibility of each participant to implement changes in the participant's individual accounts. We can also meet with individual participants to discuss their specific investment risk tolerance, investment time frame and investment selections.

SJHL does not serve as administrator or trustee of the plan. nor does SJHL act as custodian for any client account or have access to client funds or securities (with the exception of some accounts having written authorization from the client to deduct our fees and in connection with Standing Letters of Authorization on file with clients' custodian). In addition, we do not implement any transactions in a retirement plan or participant's account. For retirement plan consulting services, the retirement plan or the plan participant who elects to implement any recommendations made by us is solely responsible for implementing all transactions.

C. Termination of Agreements

Although investment management contemplates an ongoing agreement, the length of service is at the client's discretion. The Client or SJHL may terminate the agreement at any time by written notice to the other party upon written notice. If a client does not receive a Brochure at least 48 hours prior to entering into an advisory agreement, the client has a right to terminate the contract without penalty or fee within five business days after entering into the contract.

D. Wrap Fee Programs

SJHL does not manage or place Client assets into a wrap fee program.

E. Assets Under Management

As of December 31, 2022, SJHL managed \$103,706,253 in assets on a discretionary basis, and \$15,504,798 in assets on a non-discretionary basis.

Item 5 – Fees and Compensation

A. Fees for Advisory Services

The following paragraphs detail the fee structure and compensation methodology for services provided by SJHL. The specific manner in which fees are charged by SJHL is established in a client's written agreement with SJHL. Fees may be waived in certain circumstances and are negotiable based on the complexity of the client's situation, the composition of the client's account, the relationship of the client with SJHL, and the total amount of assets under management for the client.

Investment Management and Retirement Plan Consulting Fees

SJHL's investment management fee is generally not negotiable and is charged according to the fee schedule below applied on a cumulative basis. Generally, fees are charged against each respective account or from a taxable account, if available.

Fees are charged quarterly, in advance. The amount due is calculated by applying the quarterly rate (annual rate divided by 4) to the market value of the total assets under management with SJHL on the last day of the prior quarter. Fees on accounts opened mid-quarter are prorated and charged in arrears. These prorated fees are then added to the first full quarter's fees which are charged in advance for the first full quarter.

<u>Account Balance</u>	<u>Annual Fee</u>
Up to \$49,999	1.45%
\$50,000 to \$199,999	1.35%
\$200,000 to \$499,999	1.20%

\$500,000 to \$999,999	1.00%
\$1,000,000 to \$1,999,999	0.90%
\$2,000,000 to \$2,999,999	0.80%
\$3,000,000 to \$3,999,999	0.70%
\$4,000,000 to \$4,999,999	0.60%
\$5,000,000 or more	0.50%

B. Fee Billing

Investment Management fee

Clients provide written authorization permitting SJHL to be paid directly from their account held by the Custodian as part of the Investment Advisory Agreement and separate account forms provided by the Custodian. Clients will be provided with a statement, at least quarterly, from the Custodian reflecting deductions of the investment management fee. In addition, each time the fee is deducted from a client's account SJHL will concurrently provide the Client an invoice itemizing the fee, including the calculation period covered by the fee, and the account value used to calculate the fee.

As noted above, SJHL has contracted with BSP for certain sub-advisory services, and SJHL pays a fee for these BSP services based on management fees paid to SJHL on accounts that use BSP services. These fees will not be separately charged to advisory clients. The fee paid by SJHL to BSP varies based on the total amount of client assets administered and/or sub advised by BSP through SJHL, and as BSP acts as subadvisor for more client funds, the rate it charges to SJHL decreases; therefore, SJHL has a conflict in that it has an incentive to recommend more clients work with BSP, which is mitigated by the fact that recommendations that clients work with BSP are only made when in the best interests of clients and the decision to work with BSP is ultimately the client's.

C. Other Fees and Expenses

Clients may incur certain fees or charges imposed by third parties, other than SJHL, in connection with investments made on behalf of the Client's account[s]. The Client is responsible for all custodial and securities execution fees charged by the custodian and executing broker-dealer. The Investment Advisory Fee charged by SJHL is separate and distinct from these custodian and execution fees.

In addition, all fees paid to SJHL for investment advisory services are separate and distinct from the expenses charged by mutual funds and exchange-traded funds to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. A Client could invest in these products directly, without the services of SJHL, but would not receive the services provided by SJHL which are designed, among other things, to assist the Client in determining which products or services are most appropriate for each Client's financial situation and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by SJHL to fully understand the total fees to be paid.

D. Advance Payment of Fees and Termination

Investment Management

SJHL is compensated for its investment management services in advance of the quarter in which investment advisory services are rendered. Clients may request to terminate their Investment Advisory Agreement with SJHL, in whole or in part, by providing advance written notice. The Client shall be responsible for Investment Advisory Fees up to and including the effective date of termination. Upon termination, the Advisor will promptly refund any unearned, prepaid investment management fee from the effective date of termination to the end of the quarter.

If the Client has not received SJHL's Brochure at least 48 hours prior to entering into an investment advisory agreement, the Client has the right to terminate the agreement without penalty or fee within business five days after entering into the contact.

E. Compensation for Sales of Securities

SJHL does not buy or sell securities and does not receive any compensation for securities transactions in any Client account, other than the Investment Advisory Fees noted above.

Item 6 – Performance-Based Fees and Side-By-Side Management

SJHL does not charge performance-based fees for its investment advisory services.

Item 7 – Types of Clients

SJHL provides investment advisory services to the following types of Clients:

- Individuals, Non-Profits, Personal Trusts, and Estates – private investors, investing their personal assets
- Pension and Profit-Sharing Plans – retirement plan sponsors or company plans
- Charitable Organizations

SJHL does not have a minimum requirement to open, maintain an account, or to receive advisory services from us.

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

A. Methods of Analysis

SJHL, through BSP will primarily employ fundamental analysis methods in developing investment strategies for its Clients accounts. Research and analysis are derived from numerous sources, including financial media companies, third-party research materials, Internet sources, and review of company activities, including annual reports, prospectuses, press releases and research prepared by others. Fundamental analysis utilizes economic and business indicators as investment selection criteria. These criteria are generally ratios and trends that may indicate the overall strength and financial viability of the entity being analyzed. Assets are deemed suitable if they meet certain criteria to indicate that they are a strong investment with a value discounted by the market. While this type of analysis helps evaluate a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in the fundamental analysis may lose value and may have negative investment performance.

B. Investment Strategies

SJHL, by using BSP, generally employs a long-term investment strategy, but may hold securities for shorter periods for the purpose of rebalancing a portfolio. At times, securities may be bought that are more short-term in nature, depending on the security, sector, or asset class. SJHL will monitor the portfolio to ensure it meets the goals, objectives, circumstances, and risk tolerance agreed to by the Client.

SJHL may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position[s] in the portfolio, change in risk tolerance of Client, generating cash to meet Client needs, or any risk deemed unacceptable for the Client's risk tolerance.

C. Risk of Loss

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. SJHL will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals. Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Client should understand and be willing to bear.

The risks associated with a particular strategy are provided to each Client in advance of investing Client accounts. SJHL will work with each Client to determine their tolerance for risk as part of the portfolio construction process. However, all investment programs have certain risks that are borne by the investor. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic, and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Item 9 – Disciplinary Information

SJHL is required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of our firm or the integrity of our management. SJHL nor any of its management persons have information applicable to this Item.

Item 10 – Other Financial Industry Activities and Affiliations

Certified Public Accountant ("CPA") Affiliation

SJHL has arrangements with their affiliate, a separately owned CPA business, Swindoll, Janzen, Hawk & Loyd, LLC to provide administrative support to SJHL. Swindoll, Janzen, Hawk & Loyd, LLC provides tax and accounting

services to some clients that are also investment clients of SJHL. Both firms have common ownership. This may cause a conflict of interest in recommending certain services provided by Swindoll, Janzen, Hawk & Loyd, LLC such as tax and accounting services. Clients are under no obligation to implement any recommendations made by SJHL in their capacity as an Advisor or to use the accounting services of Swindoll, Janzen, Hawk & Loyd, LLC.

As previously disclosed under Advisory Business, SJHL has engaged Buckingham Strategic Partners, LLC, an SEC registered investment adviser to provide certain back office and asset management services for SJHL client accounts. BSP provides SJHL with trade processing, collection of management fees, record maintenance, report preparation, marketing assistance and research. BSP may pay various forms of direct and indirect compensation to SJHL or its representatives for reasonable business or educational purposes as described in BSP's Form ADV Part 2A.

Timothy Kliewer is a licensed insurance agent. Approximately 5% of Mr. Kliewer's time is spent in this practice. From time to time, he will offer clients insurance products and/or services. This presents a conflict of interest because he has an incentive to recommend products and services based on the commission and/or fee amount received. This conflict is mitigated by the fact that Mr. Kliewer has a fiduciary responsibility to place the interest of the client first and the clients are not required to purchase any products or services from him. Clients have the option to purchase these products or services at a higher or lesser cost through another insurance agent.

Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

A. Code of Ethics

SJHL has implemented a Code of Ethics that defines our fiduciary commitment to each Client. This Code of Ethics applies to all persons associated with SJHL. The Code of Ethics was developed to provide general ethical guidelines and specific instructions regarding our duties to you, our Client. SJHL and its personnel owe a duty of loyalty, fairness, and good faith towards each Client. It is the obligation of SJHL associates to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code of Ethics covers a range of topics that address employee ethics and conflicts of interest. To request a copy of our Code of Ethics, please contact us at (620) 241-1826, or by email at: tkliewer@sjhl.com.

B. Personal Trading with Material Interest

SJHL does not act as the general partner of a fund or advise an investment company. SJHL does not have a material interest in any securities traded in Client accounts.

C. Personal Trading in Same Securities as Clients

SJHL allows our employees to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Owning the same securities, we recommend (purchase or sell) to you presents a potential conflict of interest that, as fiduciaries, we must disclose to you and mitigate through policies and procedures. The fiduciary duty to act in the best interest of its Clients can potentially be violated if personal trades are made with more advantageous terms than Client trades, or by trading based on material non-public information. This risk is mitigated by the fact that most trades in a Client's account are mutual funds and ETFs that present little to no likelihood of a material conflict when purchasing the same securities.

At no time will SJHL, or any associated person of SJHL, transact in any security to the detriment of any Client.

Item 12 – Brokerage Practices

A. Directed Brokerage

SJHL does not require or engage in directed brokerage involving our client's accounts. Clients may direct our firm to use another particular broker-dealer to execute some or all transactions for their account. In these circumstances, SJHL will not have authority to negotiate commissions or to obtain volume discounts or participate in block trades. Clients will be responsible for negotiating, in advance, the terms and/or arrangement for their account with their selected broker dealer. As a result, Clients may pay higher commissions or other transaction costs, experience greater spreads, or receive less favorable net prices, on transactions for their account than would otherwise be the case.

Recommendation of Custodian[s]

SJHL does not have discretionary authority to select the broker-dealer/custodian for custodial and execution services. The Client retains the right to select the broker-dealer or custodian (herein the "custodian") to safeguard Client assets and authorize SJHL to direct trades to this custodian as agreed to in the Investment Advisory Agreement. Further, SJHL does not have the discretionary authority to negotiate commissions on behalf of our Clients on a trade-by-trade basis. Any custodial recommendations are based on the Client's need for such services.

Unless otherwise directed, the Client's account will be opened and maintained at a discount brokerage firm(s) selected by BSP. BSP primarily recommends discount brokerage firms and uses TD Ameritrade as a third-party custodian for client accounts. BSP has a contractual relationship with these firms for access and clearing of securities for clients' accounts. According to BSP the discount brokerage firm(s) selected may differ depending on the trading program utilized and the availability of the mutual funds required.

B. Soft Dollars

Through its relationship with BSP SJHL participates in TD Ameritrade's institutional customer program and may recommend TD Ameritrade to Clients for custody and brokerage services. There is no direct link between SJHL's participation in the program and the investment advice it gives to its Clients, although SJHL receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools: consulting services; access to a trading desk serving the Advisor participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to Client accounts); the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to the Advisor by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by the Advisor's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit the Advisor but may not benefit its Client accounts. These products or services may assist the Advisor in managing and administering Client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help the Advisor manage and further develop its business enterprise. The benefits received by the Advisor or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, SJHL endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by SJHL or its related persons in and of itself creates a conflict of interest and may indirectly influence SJHL and BSP's choice of TD Ameritrade for custody and brokerage services.

Neither SJHL nor BSP receives fees or commissions from these arrangements, nor does it derive any special benefit (any more than any other investment adviser).

C. Aggregating and Allocating Trades

Most trades are mutual funds or exchange-traded funds where trade aggregation does not garner any client benefit.

Item 13 – Review of Accounts

A. Frequency of Reviews

Investment management accounts are monitored on a regular and continuous basis. Reviews of clients' account are generally conducted no less than annually. Reviews may be performed more frequently depending upon the needs of the Client.

B. Causes for Reviews

In addition to the investment monitoring noted in Item 13.A., each Client account shall be reviewed at least annually. Reviews may be conducted more or less frequently at the Client's request. Accounts may be reviewed as a result of major changes in economic conditions, known changes in the Client's financial situation, and/or large deposits or withdrawals in the Client's account. The Client is encouraged to notify SJHL if changes occur in the Client's personal financial situation that might adversely affect the Client's investment plan. Additional reviews may be triggered by material market, economic or political events.

C. Review Reports

The Client will receive account statements no less than quarterly from the account's custodian. These statements are sent directly from the custodian to the Client. The Client may also establish electronic access to the custodian's website so that the Client may view these reports and their account activity. Client statements will include all positions, transactions and fees relating to the Client's account[s]. The Advisor will also provide Clients with periodic reports regarding their holdings, allocations, and performance. Clients are responsible for reviewing their accounts. Clients are urged to compare the information contained in the account statements from the custodian with the information in any report from SJHL.

Item 14 - Client Referrals and Other Compensation

A. Compensation Received by SJHL

SJHL does not receive commissions or other compensation from product sponsors, broker-dealers or any unrelated third party. SJHL may refer Clients to various third parties to provide certain financial services necessary to meet the goals of its Clients. Likewise, SJHL may receive referrals of new Clients from a third-party.

B. Client Referrals

Some supervised persons of SJHL receive compensation from SJHL for referring Clients to the firm.

Item 15 – Custody

SJHL does not accept or maintain physical custody of any Client accounts. All Clients assets are held at an independent qualified custodian. We may provide you with periodic reports from our firm that includes investment performance information. You are urged to carefully review and compare your account statements that you have received directly from your service provider with any report you receive from our firm. SJHL is deemed to have "constructive" custody of client assets because it has the authority to deduct management fees directly from client accounts and have them paid to the Firm. Since the Firm directly debits its fees and follows the SEC's Custody Rule safeguards, the Firm is not subject to the additional requirements of an adviser with custody.

The Firm also has constructive custody of assets to the extent it uses Standing Letters of Authorizations ("SLOAs") for third-party money movement. The Firm follows the SEC No Action guidance and maintains records to avoid the need for a surprise annual audit.

Item 16 – Investment Discretion

SJHL has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. Discretionary authority will only be authorized upon full disclosure to the Client. The granting of such authority will be evidenced by the Client's execution of an investment advisory agreement containing all applicable limitations to such authority. All discretionary trades made by SJHL will be in accordance with each Client's investment objectives and goals.

Item 17 – Voting Client Securities

SJHL does not accept proxy-voting responsibility for any Client but will assist in answering questions relating to proxies. However, the Client retains the sole responsibility for proxy decisions and voting. You will receive proxies or other similar solicitations directly from your selected custodian or transfer agent.

Further, SJHL will have no power, authority, responsibility, or obligation to take any action with regard to any claim or potential claim in any bankruptcy proceeding, class action securities litigation or other litigation or proceeding relating to securities held at any time in a client account, including, without limitation, to file proofs of claim or other documents related to such proceeding, or to investigate, initiate, supervise or monitor class action or other litigation involving client assets.

Item 18 – Financial Information

Neither SJHL, nor its management, have any adverse financial situations that would reasonably impair the ability of SJHL to meet all obligations to its Clients. Neither SJHL, nor any of its advisory persons, has been subject to a bankruptcy or financial compromise. SJHL is not required to deliver a balance sheet along with this Disclosure Brochure as the Advisor does not require or solicit prepayment of more than \$1200 in fees per client for services to be performed six months or more in advance.

Form ADV Part 2B – Brochure Supplement

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(620) 241-1826**

May 11, 2023

This brochure supplement provides information about SJHL Financial Group personnel that supplements SJHL Financial Group's brochure. You should have received a copy of SJHL Financial Group's Brochure. Please contact Tim Kliewer at (620) 241-1826, or by email at: tkliewer@sjhl.com if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about SJHL Financial Group's personnel is available on the SEC's website at www.adviserinfo.sec.gov.

Timothy D. Kliewer, CFP®

born in 1984

Item 2 – Educational Background and Business Experience

Education

Kansas State University, Bachelor in Finance, 2008
Certified Financial Planner (CFP®) designation, May 2013

Professional Certifications

Timothy Kliewer has earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP®) Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP® certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board.
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

Business Experience:

11/2015 through present, Swindoll, Janzen, Hawk & Lloyd, LLC, Financial Planner
11/2015 through 03/2018, Wealth Management LLC, Investment Adviser Representative
5/2010-10/2015, Home State Bank, Financial Planner
9/2009-5/2010, BNC National Bank, Mortgage Loan Originator

Item 3 – Disciplinary Information

Timothy Kliewer has no legal or disciplinary events to report.

Item 4 – Other Business Activities

Timothy Kliewer is a licensed insurance agent. Approximately 5% of Mr. Kliewer's time is spent in this practice. From time to time, he will offer clients insurance products and/or services. This presents a conflict of interest because he has an incentive to recommend products and services based on the commission and/or fee amount received. This conflict is mitigated by the fact that Mr. Kliewer has a fiduciary responsibility to place the interest of the client first and the clients are not required to purchase any products or services from him. Clients have the option to purchase these products or services at a higher or lesser cost through another insurance agent.

Item 5 – Additional Compensation

In his capacity as a licensed insurance agent, Timothy Kliewer may receive a commission if a client purchases insurance products or services, which may be in addition to his customary advisory fees.

Item 6 – Supervision

Timothy Kliewer is the Chief Compliance Officer of SJHL Financial Group. He is responsible for developing, overseeing, and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representatives.

Form ADV Part 2B – Brochure Supplement

**John E. Albrecht, CPA, PFS™
CRD# 7222773**

**SJHL Financial Group
1814 Claflin Rd. Suite 200
Manhattan, KS 66502
(620) 241-1826**

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John E. Albrecht, CPA, PFS™

born in 1980

Item 2 – Educational Background and Business Experience

Education

Kansas State University, Masters of Accountancy, Focus: Tax, 2003

Kansas State University, B.S. in Business Administration, Major: Accounting, 2002

Professional Financial Specialist (PFS™) credential, 2018

Professional Certifications

John Albrecht has earned certifications and credentials that are required to be explained in further detail.

Certified Public Accountant (CPA)

CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include:

- Minimum college education;
- Minimum experience levels;
- Successful passage of the Uniform CPA examination

Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services.

Personal Financial Specialist (PFS™)

The American Institute of CPAs (AICPA) established the Personal Financial Specialist (PFS™) credential for CPAs who specialize in various areas of financial planning. In order to receive the credential, CPAs must pass the exam requirement that covers all of the planning process and professional responsibilities and disciplines that make up personal financial planning, including tax, estate, retirement, investments, and insurance planning as well as a few niche areas like employee benefits, education, and elder planning.

Initial Certification Requirements:

- Regular AICPA membership in good standing;
- Valid, unrevoked CPA permit, license or certificate issued by a legally constituted state authority, and which is in active status;
- Completed PFS application indicating fulfillment of all requirements; and
- Payment of PFS application fee.

PFS Recertification Requirements:

To maintain an active CPA/PFS credential, credential holders must pay an annual renewal fee and meet the following CPA/PFS recertification requirements annually:

1. Regular AICPA membership in good standing;
2. Valid and unrevoked CPA permit, license or certificate issued by a legally constituted state authority, and which is in active status;

3. Complete 20 hours of continuing professional development within the credential body of knowledge annually; and
4. Payment of current-year credential fees includes attestation to comply with all recertification requirements.

Additional information about the PFS™ credential can be found at <https://www.aicpa.org>.

Business Experience

12/2019 through present, SJHL Financial Services, LLC, Investment Adviser Representative

12/2019 through present, Swindoll, Janzen, Hawk & Lloyd, LLC, CPA and Partner* (Partner as of 01.2023)

09/2003 - 12/2019, Sink, Gordon & Associates LLP, Limited Partner

Item 3 – Disciplinary Information

John Albrecht has no legal or disciplinary events to report.

Item 4 – Other Business Activities

John Albrecht is a CPA and Partner with Swindoll, Janzen, Hawk, & Loyd, LLC. As such, Mr. Albrecht is responsible for oversight of tax compliance projects and is responsible for preparation of tax projections and plans. Approximately two-thirds of Mr. Albrecht's time is spent in this practice.

Item 5 – Additional Compensation

John Albrecht does not receive additional compensation or any economic benefit for providing investment services or products. Mr. Albrecht receives compensation from his activities as a Partner and CPA with Swindoll, Janzen, Hawk & Loyd, LLC which is separate and distinct from his compensation as a financial planner with SJHL Financial Group.

Item 6 – Supervision

Timothy Kliewer is the Chief Compliance Officer of SJHL Financial Group. He is responsible for developing, overseeing, and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and of Mr. Albrecht as an investment adviser representative.

Form ADV Part 2B – Brochure Supplement

**Ellea M. Ediger
CRD# 7677130**

**SJHL Financial Group
123 South Main
McPherson, KS 67460
(620) 241-1826**

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Ellea M. Ediger

born in 1999

Item 2 – Educational Background and Business Experience

Education

Fort Hays State University, Bachelor of Business Administration, Major: Finance, 2021

Business Experience

05/2023 through present, SJHL Financial Services, LLC, Investment Adviser Representative

05/2020 through 05/2023, SJHL Financial Services, LLC, Intern & Full-time Associate

Item 3 – Disciplinary Information

Ellea Ediger has no legal or disciplinary events to report.

Item 4 – Other Business Activities

Ellea Ediger has no other business activities to report.

Item 5 – Additional Compensation

Ellea Ediger does not receive additional compensation or any economic benefit for providing investment services or products.

Item 6 – Supervision

Timothy Kliewer is the Chief Compliance Officer of SJHL Financial Group. He is responsible for developing, overseeing, and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and of Ms. Ediger as an investment adviser representative.