

# **Sustainable Advisors Alliance, LLC**

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**March 29, 2023**

**FORM ADV PART 2B BROCHURE SUPPLEMENT**

**Krista Strohoffer, CFP<sup>®</sup>, AIF<sup>®</sup>, CSRIC<sup>®</sup>**

This brochure supplement provides information about Krista Strohoffer that supplements the Sustainable Advisors Alliance, LLC brochure. You should have received a copy of that brochure. Contact us at (918) 408-7981 if you did not receive Sustainable Advisors Alliance, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Krista Strohoffer 3168746 is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Educational Background and Business Experience

**Krista Strohoffer, CFP<sup>®</sup>, AIF<sup>®</sup>, CSRIC<sup>®</sup>**

*Year of Birth:* 1970

### *Formal Education After High School:*

- George Washington University, Master of Arts, 1997
- Hamline University, Teaching English as a Foreign Language (TEFL) Certification, 1995
- University of Minnesota Twin Cities, Bachelor of Arts, 1994

### *Business Background:*

- Sustainable Advisors Alliance LLC, Owner/Founder/Investment Adviser Representative, 01/2021 – Present
- Principled Investing, LLC, Owner and Founder, 01/2006 – Present
- Portfolio Resources Group, Registered Representative, 01/2008 - 01/2021
- Portfolio Resources Advisor Group, Investment Adviser Representative, 01/2008 - 01/2021
- Financial West Group, Investment Adviser Representative, 01/2006 - 12/2007

Krista helps her clients identify their financial goals and helps them develop a strategy to reach them. During this process, Krista spends a great deal of time educating her clients. She believes that knowledge is power and with financial knowledge comes financial freedom. Krista is also a firm believer that everyone deserves and can benefit from professional financial advice regardless of their net worth or investable assets.

Krista has specialized in Sustainable and Socially Responsible Impact Investing (SRI) since 1999. She and her clients believe that money can and does make a difference and that how you invest can have a positive socio-economic and environmental impact. When selecting investments, Sustainable and Socially Responsible Impact Investing (SRI) looks beyond traditional financial variables to include the environmental, social and governance (ESG) impact of an investment. How a company treats their employees, their community, the environment and the consumers of their products sheds light on how well that company is managed and how well that company is likely to compete in the long term.

On January 9th, 2020 Principled Investing LLC became a Certified B Corporation™. Certified B Corporations™ are for-profit companies that use the power of business to build a more inclusive and sustainable economy. They meet the highest verified standards of social and environmental performance, transparency, and accountability. The Certification process uses credible, comprehensive, transparent, and independent standards of social and environmental performance. The B Corp assessment process measures a company's performance in five categories: governance, workers, customers, community, and the environment.

As part of her Portfolio Management Services, Krista Strohoffer works with her clients to identify their risk tolerance, time horizon, and their financial as well as impact objectives. Krista can either manage the assets herself or she will use 3<sup>rd</sup> party managers who have been carefully vetted through the firm's due diligence process. Krista believes in the importance of broad diversification and strategic rebalancing. When 3<sup>rd</sup> party managers are selected, the 3<sup>rd</sup> party managers are responsible for the initial and ongoing due diligence on any sub-advisers they use. Krista reviews client portfolios at least annually. Krista also reviews the 3<sup>rd</sup> party investment management platforms at least annually to ensure that portfolios are aligned with a client's stated objectives and risk tolerance.

### **Professional Designations**

**CERTIFIED FINANCIAL PLANNER™**, CFP<sup>®</sup> and federally registered CFP (with flame design) marks (collectively, the "CFP<sup>®</sup> 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® certification.

**Accredited Investment Fiduciary® (AIF®)** The AIF designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF Code of Ethics. In order to maintain the AIF designation, the individual must annually renew their affirmation of the AIF Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary360 (fi360) company). AIF designees demonstrate a thorough understanding of fi360’s Prudent Practices for investment advisors and stewards.

Upon successful completion of the program, participants are able to:

- Articulate the basis for, and benefits of, fiduciary standards of excellence according to fi360.
- Identify when an individual or organization may be deemed to have fiduciary status.
- Identify the legal standards that require fiduciaries to prudently manage investment decisions.
- Apply the practices that define a prudent investment process for investment stewards and advisors and recognize the practices for investment managers.
- Strengthen fiduciary policies and procedures.

**Chartered SRI Counselor<sup>SM</sup>**, or **CSRIC<sup>®</sup>** is a designation program that provides a blend of foundational knowledge and scenario learning to work with sustainable, responsible, and impact (SRI) investments, alongside environmental, social, and governance (ESG) factors, for a variety of clients. This program provides experienced financial advisors and investment professionals with a foundation knowledge of the history, definitions, trends, portfolio construction principles, fiduciary responsibilities, and best practices for sustainable investing. This course was developed in partnership with US SIF, The Forum for Sustainable and Responsible Investment—the leading voice advancing sustainable, responsible, and impact investing across all asset classes in the United States. In order to maintain the designation, the individual must complete 16 hours of continuing education every two years. The designation is administered by the College for Financial Planning – a Kaplan company.

### **Item 3 Disciplinary Information**

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Krista Strohoffer has no required disclosures under this item.

### **Item 4 Other Business Activities**

Krista Strohoffer has no outside business activities.

### **Item 5 Additional Compensation**

Krista Strohoffer does not receive any additional compensation beyond that received as an Investment Adviser Representative of Sustainable Advisors Alliance, LLC.

### **Item 6 Supervision**

As CCO of Sustainable Advisors Alliance, LLC, Julie Lynn Skye supervises the advisory activities of our firm and can be reached at (918) 408-7981.