

# **Sustainable Advisors Alliance, LLC**

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## **FORM ADV PART 2B BROCHURE SUPPLEMENT**

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

**November 2, 2021**

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®, AIF®

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, 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

## 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 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 professional designations awarded by fi360® demonstrate the focus on all the components of a comprehensive investment process, related fiduciary standards of care, and commitment to excellence. AIF designees undergo an initial training program and are required to complete annual continuing education. Such designees also pledge to abide by the fi360 Code of Ethics.

Those who earn the AIF designation successfully complete a specialized program on investment fiduciary standards of care and pass a comprehensive examination. 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 own or clients' fiduciary policies and procedures.

### **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**

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