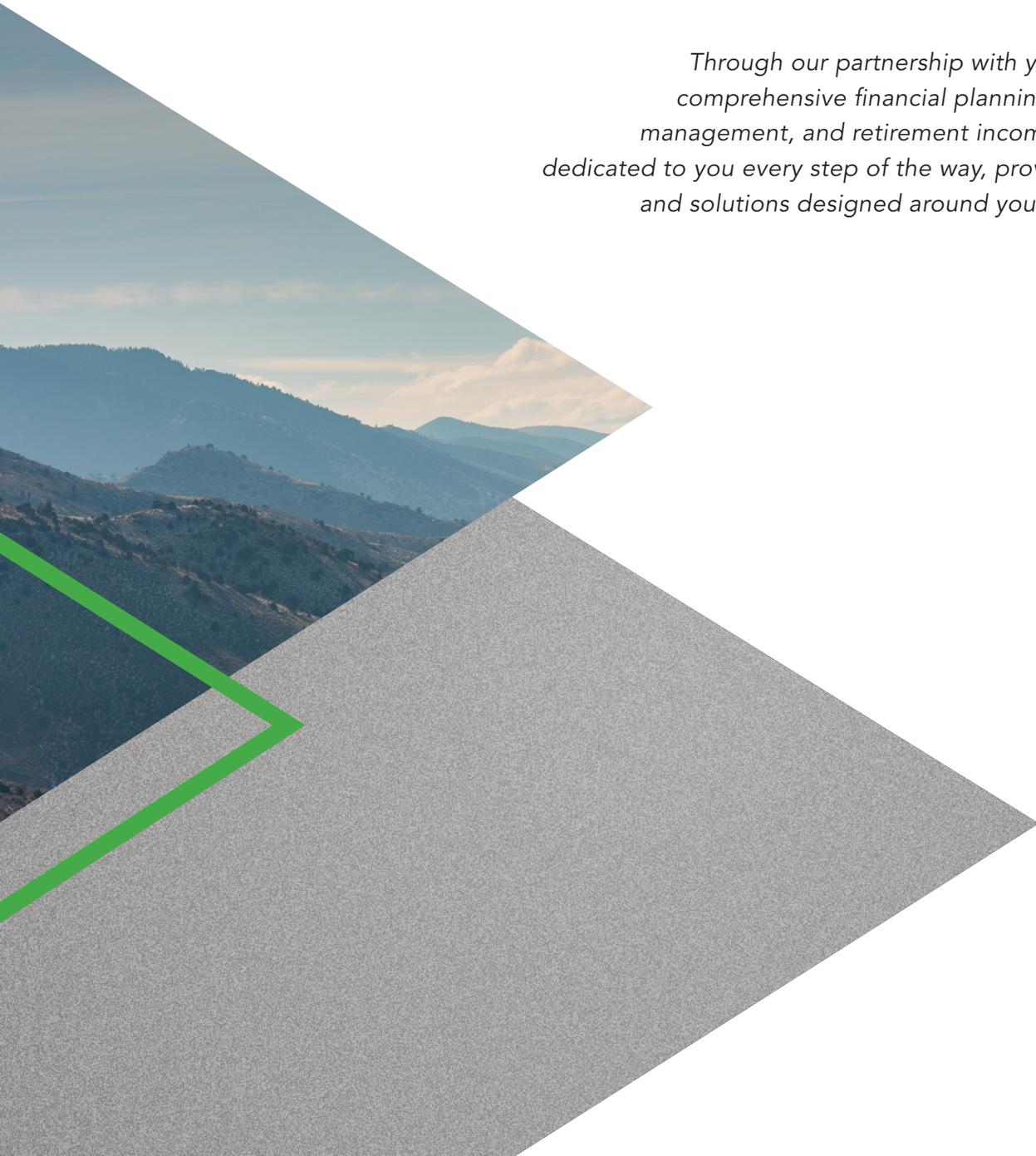




OUR FOCUS IS ON YOU

Through our partnership with you, our team delivers comprehensive financial planning, holistic investment management, and retirement income strategies. We are dedicated to you every step of the way, providing financial clarity and solutions designed around your priorities and goals.



Our Commitment

Our philosophy is not to simply provide financial services, but to provide partnership and council every step of the way. We seamlessly coordinate the many components of your wealth management plan and are committed to providing financial clarity, solutions, and service that allow you to focus on the things you care about most. One of our greatest strengths is the collaborative team of specialists that we have assembled to serve and support each client. We truly enjoy helping people make smart financial decisions and look forward to learning more about you, your priorities, and your goals.



We are your single point of contact for all of your financial matters.

- ▶ Our coordinated network results in a unified solution that enables you to focus on what is most important to you.
- ▶ Our partner organizations combine the credibility of globally-recognized financial firms with local, independent partners working together for you.
- ▶ By overseeing your entire financial picture, we maintain a deep understanding and awareness of your entire financial life to provide you with clarity and simplification.
- ▶ Each of our partners has clearly defined roles and responsibilities providing accountability and clarity.

A Strong Network



Simplicity Wealth is a SEC **Registered Investment Advisor** that provides institutional portfolio management, investment research, and trading services through deep integrations with select advisory practices. Collectively, we oversee an intentionally crafted collection of investment strategies which are carefully selected based on your specific needs and goals. On an ongoing basis, extensive research processes are implemented to re-evaluate the asset selection, asset allocation, and fund managers for each investment strategy.



Our **Team of Experts** is an established network of professional advisors that provide extensive expertise and seamless coordination across all aspects of your financial life. This may include tax preparers, estate planning attorneys, healthcare specialists, business consultants, bankers and lenders, as well as various other specialists.

We partner with **Independent Custodians** to provide asset custody and safekeeping services which creates a critical barrier between your funds and any outside party or advisor. The custodian provides you with periodic statements, executes trades, and collects all interest and dividend income owed to you.



Vanguard[®]

iShares[®]
by BLACKROCK[®]

powerSHARES[®]
by Invesco

STATE STREET GLOBAL
SPDR[®] ADVISORS

A diverse group of globally-recognized **Investment Managers** are used within each portfolio allocation. The Investment Team “manages the managers,” conducting regular and extensive due diligence, investment research, and rebalancing. The investment managers are carefully selected to maintain an allocation in accordance with the stated portfolio objective. Each financial institution represented in the portfolios offers a distinct investment management team and specialty. This introduces an additional layer of oversight and management within your portfolio.

Wealth Management Team



RODNEY JARRELL, MBA, CPA, CFP®

Founder & President

Rodney is a professional with Lakeview Financial Solutions and has been a Certified Public Accountant since 1981. After spending many years in the financial industry where he helped hundreds of people with their life plan, he moved into the retirement and college planning industry. Rodney became interested in retirement planning when more and more of his college planning clients started asking for help with their retirement plans. With diligent analysis and research he helps families navigate their way through the minefield of retirement planning. Rodney spends part of his time teaching Financial Planning to local Financial Advisors for the University of Dallas' Executive Education Department and is an Adjunct Professor for the University of Dallas' College of Business teaching Master degree classes in Finance and Accounting.

Rodney Jarrell has both a Bachelor's degree and a Master of Business Administration (MBA) degree from Baylor University in Waco, Texas. He has been married to his wife Janice for 42 years and has two children and two grandchildren. His daughter Kirsten is a Doctor of Audiology in Rowlett and his son Mark is a Senior Integration Architect in Austin.

As both a CPA and a CFP® professional, Rodney is held to higher standard of responsibility to his clients compared to a typical financial advisor. Rodney is held to a Fiduciary Standard (best interest of the client) versus a Suitability Standard (must only be suitable for the client).

Lakeview Financial Solutions is an independent firm representing dozens of the leading companies.

This provides the best opportunity for choice and superior solutions for our clients. By placing the needs of our clients first, insisting on a very personal level of service and providing our clients thoughtful consultations we enjoy an excellent reputation within the community.

Investment Team



STEVE OSTERINK, JR.
CFA®, CFP®, AIF®

Steve Jr. is the driving force behind the development and innovation of Advisory Alpha's investment solutions and platform. He leads the investment team and brings more than a decade of experience to the firm as well as extensive knowledge of personal finance and asset management, as evidenced by his CFA®, CFP®, and AIF® designations.



STEVE OSTERINK, SR.

With nearly 40 years of experience in the financial services industry and working with investors, Steve Sr. co-leads the investment team. He has an uncanny ability to focus in on practical solutions to complex problems, and his wisdom is a valuable resource for the firm.



NICK HEINRICH
CFP®

Holding the CFP® designation and as a CFA® Candidate, Nick leads a team of financial planning consultants that implement various portfolio analysis and planning resources with the goal of improving clients' financial situations. Nick is a key member of the investment team and is positioned to craft comprehensive solutions to financial challenges that span all stages of the financial planning process.



JON LOHR
CFA®

Jon has a diverse background in corporate finance and investment management. He manages the daily investment research and portfolio management responsibilities for the investment team which involves asset allocation research, fund monitoring and due diligence, investment strategy evaluation and implementation, and performance monitoring.



BRIAN KRAGT

Dedicated to detail, responsiveness and efficiency, Brian is responsible for the firm's trade management and portfolio accounting systems. This includes everything from implementing portfolio investment decisions, account rebalancing, cash management functions, trade execution, account billing, and performance reporting.



JANINE OSTERINK

Janine manages our accounting and financial systems, human resources functions, and office operations. She is also a key member of our compliance team and supports various departments across our firm including trading, financial planning, performance reporting, and account billing.



MIKE BAKER

Mike has a strong background in computer science and statistics which aids in his role as a key member of our operations team. He leads our technology initiatives as well as supports the trade management and portfolio accounting functions.



KATIE KOEMAN

Katie leads our compliance team through her broad knowledge of both corporate and branch-level industry compliance. She is a CFP® Candidate and her consultative approach contributes to a culture of strong regulatory adherence while helping to ensure effective communication.

Credentials & Affiliations

Our diverse team diligently seeks to understand new methods of helping you as the financial services landscape evolves. Through our exclusive subadvisory relationships, your portfolio will be constructed, managed, and monitored by financial professionals that are affiliated with some of the industry's most prestigious organizations and that hold some of the industry's most regarded designations.



CFA Institute is a global association of investment professionals that sets the standard for professional excellence in financial analysis and leads the investment profession's thinking in areas of ethics, capital market integrity, and excellence of practice.



The CFP Board is dedicated to fostering professional standards in personal financial planning through its setting and enforcement of the education, examination, experience, ethics, and other requirements for CFP® certification.



FI360 offers the AIF designation program to financial professionals and promotes a culture of investment fiduciary responsibility through education, technology, support, and leadership.



The Financial Planning Association® (FPA®) is the principal professional organization for CERTIFIED FINANCIAL PLANNER™ (CFP®) professionals, educators, financial services providers, and students who seek advancement in a growing, dynamic profession.

We are committed to industry best practices through continued education and professional development.

Core Values



Fiduciary

We serve as a fiduciary at all times and for all aspects of our relationship. Although our recommendations need to be suitable for your situation, we are held to a higher standard and must always act in your best interests.



Transparency

We typically are not compensated by commissions but rather, we charge a fee for our services. We strive to remove any conflicts of interest and provide the best advice possible regardless of compensation.



COMMITMENT

We diligently serve as your comprehensive financial planner with clearly-defined and easy-to-understand responsibilities.



OBJECTIVITY

We bring an independent perspective to help avoid emotionally driven financial decisions.



INDEPENDENCE

We are not owned by any other entity and seek to implement the best possible solutions for our clients.



PROACTIVITY

We help you anticipate and prepare for the evolution of your financial plan including even those unanticipated transitions.



ORGANIZATION

We will help bring order and simplification to your financial life.



PARTNERSHIP

We work collectively with you, not just for you.



ACCOUNTABILITY

We will help you follow through on your financial plan, decisions, and commitments.



EDUCATION

We are responsible for finding the strategies and insight needed to help your financial plan succeed.



(214) 764-7755

Investment advisory and financial planning services offered through Simplicity Wealth, LLC, a SEC Registered Investment Advisor. Subadvisory services are provided by Advisory Alpha, LLC, a SEC Registered Investment Advisor. Insurance, Consulting and Education services offered through Lakeview Financial Solutions. Lakeview Financial Solutions is a separate and unaffiliated entity from Simplicity Wealth, LLC and Advisory Alpha, LLC.

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