

FORM ADV PART 2B BROCHURE SUPPLEMENT

Jordan Arnold

Item 1 – Cover Page

Jordan Arnold
Advisors' Pride
Doing Business As Strategence Capital
10406 State Route 118
Van Wert, OH 45891
419-232-2213

Date of Supplement: January 2020

This brochure supplement provides information about Jordan Arnold that supplements the Advisors' Pride (dba Strategence Capital) disclosure brochure. You should have received a copy of that brochure. Please contact Paul R. Hoffman at 920-731-9293 or at Paul.Hoffman@advisorspride.com if you did not receive Strategence Capital's brochure or if you have any questions about the contents of this supplement.

Additional information about Jordan Arnold is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Jordan Arnold

Born 1992

Post- Secondary Educational Background:

Indiana Wesleyan University, Bachelor degree in Finance, 2013

Business Background:

Strategence Capital, Investment Advisor Representative, 01/2020 to Present

LPL Financial, Registered Representative, 01/2020 to Present

First Bank of Berne, Credit Department Manager, 02/2017 to 11/2019

iAB Financial Bank, Business Banking Officer, 11/2015 to 02/2017

iAB Financial Bank, Credit Analyst, 05/2014 to 11/2015

American Family Insurance, Licensed Sales Producer, 05/2013 to 05/2014

Item 3 – Disciplinary Information

All material facts regarding any legal or disciplinary event that would be material to your evaluation of this investment advisor must be disclosed to you. This investment advisor has no such information to disclose.

Item 4 – Other Business Activities

Registered Representative of a Broker-Dealer

Jordan Arnold is separately licensed as a registered representative with LPL Financial Inc., a registered securities broker/dealer, member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investors Protection Corporation (SIPC). When acting in his separate capacity as a registered representative of LPL Financial Inc., Jordan Arnold may sell, for commissions, general securities products such as stocks, bonds, mutual funds, exchange-traded funds, and variable annuity and variable life products to advisory clients. As such, Jordan Arnold may suggest that advisory clients implement investment advice by purchasing securities products through a commission-based LPL Financial Inc. account in addition to a Strategence Capital advisory account.

The receipt of commissions creates an incentive for Jordan Arnold to recommend those products for which he will receive a commission. Consequently, the objectivity of the advice rendered to clients could be biased. Jordan Arnold controls for this potential conflict of interest by discussing with clients the advantages and disadvantages of establishing a fee-based account through Strategence Capital versus establishing a commission-based account through LPL Financial Inc. Strategence Capital does not require its advisor representatives to encourage clients to implement investment advice through LPL Financial Inc.

Jordan Arnold does not earn commissions in fee-based accounts.

Jordan Arnold will receive 12b-1 fees from certain mutual fund companies as outlined in the fund's prospectus. 12b-1 fees come from fund assets, therefore, indirectly from client assets. The receipt of such fees could represent an incentive for Jordan Arnold to recommend funds with 12b-1 fees over funds that have no fees or lower fees. Typically, Jordan Arnold will receive 12b-1 fees only in commission-based brokerage accounts. However, such fees can be earned in fee-based accounts managed by Jordan Arnold if 12b-1 fee paying mutual funds are held in the managed account. For ERISA accounts, there is an offset for any amount of 12b-1 fees. In such a situation, Jordan Arnold discusses with clients the selection of a 12b-1 or other trail paying mutual funds. LPL Financial Inc. maintains records of all 12b-1 fee payments to Jordan Arnold which may be viewed by clients upon request.

Clients are never obligated or required to establish accounts through Strategence Capital or LPL Financial Inc. However, if a client does not choose to accept Jordan Arnold's advice or decides not to establish an account through LPL Financial Inc., Jordan Arnold may not be able to provide management and advisory services to the client. Clients should understand that, due to certain regulatory constraints, Jordan Arnold, in his capacity as a LPL Financial Inc., must place all purchases and sales of securities products in commission-based brokerage accounts through LPL Financial Inc. or its other approved institutions.

Item 5 – Additional Compensation

In addition to the description of additional compensation provided in Item 4, Jordan Arnold can receive additional benefits.

Certain product sponsors may provide Jordan Arnold with other economic benefits as a result of his recommendation or sale of the product sponsors' investments. The economic benefits received by Jordan Arnold from product sponsors can include but are not limited to, financial assistance or the

sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist Jordan Arnold in providing various services to clients.

Although Strategence Capital and Jordan Arnold endeavor at all times to put the interest of its clients ahead of its own or those of its officers, directors, or representatives ("affiliated persons"), these arrangements could affect the judgment of Jordan Arnold when recommending investment products. These situations present a conflict of interest that may affect the judgment of affiliated persons including Jordan Arnold.

Item 6 – Supervision

Paul R. Hoffman is the Chief Compliance Officer of Advisors' Pride. He is responsible for 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, including Jordan Arnold. Paul R. Hoffman can be contacted at 920-731-9293.

Item 7 – Requirements for State-Registered Advisers

Jordan Arnold has not been involved in an arbitration award and has not been found liable in an arbitration claim alleging damages in excess of \$2500.00. He has not been involved in any award or found liable in any civil, self-regulatory organization, or administrative proceeding.