

FORM ADV PART 2B BROCHURE SUPPLEMENT

Ryan Stoller

Item 1 – Cover Page

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

Date of Supplement: June 2020

This brochure supplement provides information about Ryan Stoller 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 Ryan Stoller is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Ryan Stoller

Born 1997

CRD:
7223811

Post- Secondary Educational Background:

Lourdes University, 08/2016 to 12/2019

Business Background:

Strategence Capital, Investment Advisor Representative, 06/2020 to Present
LPL Financial, Registered Representative, 01/2020 to Present

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

Ryan Stoller 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., Ryan Stoller 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, Ryan Stoller 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 Ryan Stoller to recommend those products for which he will receive a commission. Consequently, the objectivity of the advice rendered to clients could be biased. Ryan Stoller 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.

Ryan Stoller does not earn commissions in fee-based accounts.

Ryan Stoller 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 Ryan Stoller to recommend funds with 12b-1 fees over funds that have no fees or lower fees. Typically, Ryan Stoller will receive 12b-1 fees only in commission-based brokerage accounts. However, such fees can be earned in fee-based accounts managed by Ryan Stoller 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, Ryan Stoller 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 Ryan Stoller 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 Ryan Stoller's advice or decides not to establish an account through LPL Financial Inc., Ryan Stoller may not be able to provide management and advisory services to the client. Clients should understand that, due to certain regulatory constraints, Ryan Stoller, 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.

Insurance Agent

Ryan Stoller is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Ryan Stoller will receive commissions for selling insurance and annuity products.

Ryan Stoller may also receive other incentive awards for the recommendation/sale of annuities and other insurance products. The receipt of compensation and other incentive benefits may affect the judgment of Ryan Stoller when recommending products to its clients. While Ryan Stoller endeavors at all times to put

the interest of his clients first as a part of Strategence Capital overall fiduciary duty to clients, clients should be aware that the receipt of commissions and additional compensation itself creates a conflict of interest, and may affect Ryan Stoller's decision making process when making recommendations.

Clients are never obligated or required to purchase insurance products from or through Ryan Stoller and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

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

Certain product sponsors may provide Ryan Stoller with other economic benefits as a result of his recommendation or sale of the product sponsors' investments. The economic benefits received by Ryan Stoller 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 Ryan Stoller in providing various services to clients.

Although Strategence Capital and Ryan Stoller 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 Ryan Stoller when recommending investment products. These situations present a conflict of interest that may affect the judgment of affiliated persons including Ryan Stoller.

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 Ryan Stoller. Paul R. Hoffman can be contacted at 920-731-9293.

Item 7 – Requirements for State-Registered Advisers

Ryan Stoller 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.