

FORM ADV PART 2B BROCHURE SUPPLEMENT

Timothy J. Stoller

Item 1 – Cover Page

Timothy J. Stoller
Advisors' Pride
Doing Business As Strategence Capital
10406 State Route 118
Van Wert, OH 45891
419-203-9637

Date of Supplement: October 2014

This brochure supplement provides information about Timothy J. 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 if you did not receive the brochure for Advisors' Pride or if you have any questions about the contents of this supplement.

Additional information about Timothy J. Stoller is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Timothy J. Stoller

Born: 1977, CRD # 4064098

Post Secondary Educational Background:

Ohio State University, Bachelor's in Business Administration

Business Background:

Advisors' Pride, Investment Advisor Representative, 10/2014 to Present;

LPL Financial, LLC, Registered Representative, 03/2012 to Present

Strategence Capital, President 03/2012 to Present

Edward Jones, Investment Representative, 06/2000 to 03/2012

Professional Designations

Accredited Asset Management Specialist (AAMS®)

The College for Financial Planning® awards the Accredited Asset Management SpecialistSM and AAMS® designation to individuals who have completed a course of study encompassing investments, insurance, tax, retirement, and estate planning issues. The program is designed for approximately 120-150 hours of self-study. The AAMS® designation is awarded upon passing the final examination. Designees are required to comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Continued use of the AAMS® designation is subject to a) completion of 16 hours of continuing education every two years; b) reaffirmation to abide by the

Standards of Professional Conduct, Terms and Conditions and to self-disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation or proceeding relating to the individual's professional or business conduct; and c) payment of a biennial renewal fee.

Accredited Investment Fiduciary (AIF)

The AIF certification signifies that an individual has a thorough knowledge of and ability to apply the fiduciary practices. To obtain the AIF certification, candidates must complete a training curriculum and then pass an AIF exam. AIF designees are required to adhere to a strict code of ethics. In order to maintain an AIF license, AIF designees must complete six hours of continuing professional education each year.

Item 3 – Disciplinary Information

Timothy J. Stoller has no legal or disciplinary events to report.

Item 4 – Other Business Activities

Registered Representative of a Broker-Dealer

Timothy J. Stoller is separately licensed as a registered representative with LPL Financial, 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, Timothy J. 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, Timothy J. Stoller may suggest that advisory clients implement investment advice by purchasing securities products through a commission-based LPL Financial account in addition to a Strategence Capital advisory account.

The receipt of commissions creates an incentive for Timothy J. Stoller to recommend those products for which he will receive a commission. Consequently, the objectivity of the advice rendered to clients could be biased. Timothy J. 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. Strategence Capital does not require its advisor representatives to encourage clients to implement investment advice through LPL Financial.

Timothy J. Stoller does not earn commissions in fee-based accounts.

Timothy J. 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 Timothy J. Stoller to recommend funds with 12b-1 fees over funds that have no fees or lower fees. Typically, Timothy J. Stoller will receive 12b-1 fees only in commission-based brokerage accounts. However, such fees can be earned in fee-based accounts managed by Timothy J. 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, Timothy J. Stoller discusses with clients the selection of a 12b-1 or other trail paying mutual funds. LPL Financial maintains records of all 12b-1 fee payments to Timothy J. Stoller which may be viewed by clients upon request.

Clients are never obligated or required to establish accounts through *Strategence Capital* or LPL Financial. However, if a client does not choose to accept Timothy J. Stoller's advice or decides not to

establish an account through LPL Financial, Timothy J. Stoller may not be able to provide management and advisory services to the client. Clients should understand that, due to certain regulatory constraints, Timothy J. Stoller, in his capacity with LPL Financial. Timothy J. Stoller must place all purchases and sales of securities products in commission-based brokerage accounts through LPL Financial or its other approved institutions.

Item 5 – Additional Compensation

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

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

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

Item 6 – Supervision

Paul R. Hoffman is the Chief Compliance Officer of Strategence Capital . 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 Timothy J. Stoller. Paul R. Hoffman can be contacted at 920-731-9293.

Item 7 – Requirements for State-Registered Advisers

Timothy J. Stoller has not been involved in an arbitration award and has not been found liable in an arbitration claim alleging damages in excess of \$2,500. He has not been involved in any award or found liable in any civil, self-regulatory organization, or administrative proceeding. Additionally, he has not been the subject of a bankruptcy petition.