# FORM ADV PART 2B BROCHURE SUPPLEMENT

#### **Matthew Mithoefer**

Faith Financial Advisors, Inc.

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February 9, 2023

This brochure supplement provides information about Matthew Mithoefer that supplements the Faith Financial Advisors, Inc. brochure. You should have received a copy of that brochure. Please contact Matthew Mithoefer at 513-644-3238 or <a href="matthwofaithfin.com">matthwofaithfin.com</a> if you did not receive Faith Financial Advisors, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Matthew Mithoefer is available on the SEC's website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a>.

### Item 2 Educational Background and Business Experience

#### **Matthew Mithoefer**

Year of Birth: 1991

#### Education:

| Name of School            | Years Attended | Year Graduated | Degree | Major      |
|---------------------------|----------------|----------------|--------|------------|
| The Ohio State University | 2009 to 2013   | 2013           | BA     | Journalism |

#### Business Background:

| Name of Employer                   | Type of Business                        | Title                                | Period of<br>Employment |
|------------------------------------|---|--------------------------------------|-------------------------|
| Faith Financial Advisors, Inc.     | Investment Adviser,<br>Insurance Agency | Investment Adviser<br>Representative | 01/2023 to<br>Present   |
| Royal Alliance<br>Associates, Inc. | Broker/Dealer                           | Registered Representative            | 01/2021 to<br>Present   |
| Amazon Flex                        |   | Delivery Driver                      | 06/2020<br>to 02/2021   |
| Faith Financial<br>Advisors, Inc.  | Investment Adviser,<br>Insurance Agency | Paraplanner                          | 11/2020 to<br>01/2023   |
| Cincinnati Reds                    |   | Event Staff                          | 03/2019 to<br>07/2020   |
| Vya Inc.                           |   | Billing Specialist                   | 02/2015 to<br>02/2021   |

### **Item 3 Disciplinary Information**

Matthew Mithoefer is not subject to legal or disciplinary events that are material to a client or prospective client's evaluation of him or the services offered by him.

### **Item 4 Other Business Activities**

Matthew Mithoefer is a Registered Representative with Royal Alliance. Royal Alliance is a diversified financial services company engaged in the sale of specialized investment products. In this capacity, Mr. Mithoefer may recommend securities or insurance products offered by Royal Alliance as part of your investment portfolio. If you purchase these products through Mr. Mithoefer, he will receive the customary commissions in his separate capacity as a Registered Representative of Royal Alliance.

Additionally, Mr. Mithoefer could be eligible to receive incentive awards such as Royal Alliance may offer. He will also receive 12b-1 fees from mutual funds that pay such fees. The receipt of additional compensation will give Mr. Mithoefer an incentive to recommend investment products based on the compensation received, rather than on your investment needs.

Matthew Mithoefer has a fiduciary duty to act in your best interest when acting in an investment adviser representative capacity, including the duty to seek best execution. Therefore, our Company's mutual fund selection and recommendation process takes into consideration several factors in order to meet this requirement. See the ADV Part 2A Brochure, the *Brokerage Practices* section, for additional information on our mutual fund share class selection process.

As stated above, persons providing investment advice to advisory clients on behalf of our firm are registered representatives with Royal Alliance. In their capacity as registered representatives, these persons receive compensation in connection with the purchase and sale of securities or other investment products, including asset-based sales charges, service fees or 12b-1 fees for the sale or holding mutual funds. Compensation earned by these persons in their capacities as registered representatives is separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice to advisory clients on behalf of our firm who are registered representatives have an incentive to recommend investment products based on the compensation received rather than solely based on your needs. Persons providing investment advice to advisory clients on behalf of our firm can select or recommend, and in many instances will select or recommend, mutual fund investments in share classes that pay 12b-1 fees when clients are eligible to purchase share classes of the same funds that do not pay such fees and are less expensive. This presents a conflict of interest. You are under no obligation, contractually or otherwise, to purchase securities products through a person affiliated with our firm.

Matthew Mithoefer is separately licensed as an independent insurance agent. In this capacity, he can effect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Mr. Mithoefer for insurance related activities. This presents a conflict of interest because Mr. Mithoefer may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

### **Item 5 Additional Compensation**

Refer to the *Other Business Activities* section above for disclosures on Mr. Mithoefer's receipt of additional compensation as a result of his other business activities.

Also, refer to the Fees and Compensation, Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations section(s) of Faith Financial Advisors, Inc.'s firm brochure for additional disclosures on this topic.

### Item 6 Supervision

In the supervision of our associated persons, advice provided is limited based on the restrictions set by Faith Financial Advisors, Inc., and by internal decisions as to the types of investments that may be included in client portfolios. We conduct periodic reviews of client holdings and documented suitability information to provide reasonable assurance that the advice provided remains aligned with each client's stated investment objectives and with our internal guidelines.

My supervisor is: Sandra Hall, Chief Compliance Officer

Supervisor phone number: 513-644-3238

## Item 7 Requirements for State Registered Advisers

Matthew Mithoefer does not have any reportable arbitration claims, has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and has not been the subject of a bankruptcy petition.