



## Important Informational Notice for The Sittenfeld, Stuard & Thornberry Group

### **Working with Baird Financial Advisors who are CERTIFIED FINANCIAL PLANNER™ practitioners (CFP®)**

In connection with your relationship with The Sittenfeld, Stuard & Thornberry Group, we are providing you with the important information below regarding Baird, our team, and Jonathan E. Thornberry.

#### **About Baird**

Robert W. Baird & Co. Incorporated (Baird) is a broker-dealer and registered investment adviser, registered with the Securities and Exchange Commission. Baird is also a member of the Financial Industry Regulatory Authority (FINRA) and of the Securities Investor Protection Corporation (SIPC). Established in 1919, Baird is an employee-owned wealth management, capital markets, asset management and private equity firm, with offices throughout the United States and in Europe and Asia. Paul E. Purcell is Baird's Chairman, President and Chief Executive Officer. The management of Baird is overseen by a Board of Directors consisting of leaders of its various business units and other departments. Baird's headquarters are located at 777 East Wisconsin Avenue, Milwaukee, Wisconsin 53202, and its main telephone number is 414-765-3500 or 1-800-792-2473. If you have any questions you may contact your Baird Financial Advisor directly at the address and telephone number he or she provides. More information about Baird may be obtained at [www.rwbaird.com](http://www.rwbaird.com) or from The Sittenfeld, Stuard & Thornberry Group.

#### **About The Sittenfeld, Stuard & Thornberry Group**

Established in 2002, the The Sittenfeld, Stuard & Thornberry Group is a wealth and asset management team located in Cincinnati, Ohio that operates as a distinct business model within Baird. The management of The Sittenfeld, Stuard & Thornberry Group is overseen by Paul G. Sittenfeld, Elaine C. Stuard and Jonathan E. Thornberry. The Sittenfeld, Stuard & Thornberry Group's address is 4030 Smith Road, Suite 100, Cincinnati, Ohio 45209 and its main telephone number is (513) 758-8450. More information may be obtained at [www.sittenfeldgroup.com](http://www.sittenfeldgroup.com).

#### **About This Baird Financial Advisor**

This Baird Financial Advisor, Jonathan E. Thornberry, is a CERTIFIED FINANCIAL PLANNER™ professional. That means that he has met the education requirements of the CFP Board, passed the CFP® Certification Examination and the CFP Board's Candidate Fitness Standards, and has at least three years of full-time relevant experience. Below is a summary of Jonathan E. Thornberry's related experience for your review.

Years of Investment Industry Experience : Eight

#### **Other Relevant Experience:**

Jonathan joined Baird in 2003 with a strong background in the investment industry. As a Certified Financial Planner™ professional, Jonathan primarily focuses on assisting clients in the development, implementation and monitoring of financial and estate planning strategies. Additionally, Jonathan's knowledge of insurance and annuity strategies is a valuable resource for clients as they transition from the asset accumulation phase into income distribution and wealth transfer.

The fact that Jonathan E. Thornberry is a CFP® professional does not necessarily mean that he will develop a financial plan or provide financial planning services to you, although such services will be available upon request.

If Jonathan E. Thornberry has any familial, referral, contractual or other relationships from which he may benefit by virtue of the

investment advice or recommendations he provides, those relationships are identified below:

None

Jonathan E. Thornberry's compensation consists of three elements: production-based earnings, bonuses and deferred compensation. Newer financial advisors will receive a salary plus commissions to assist them in establishing their business. Production-based earnings are based on a percentage of your Baird Financial Advisor's total production (client fees plus commissions). Bonuses are received for achieving certain production levels and recurring revenue targets. Financial Advisors are also given bonuses for forming teams to better meet client needs, participating in professional development programs and obtaining certain professional designations such as the CERTIFIED FINANCIAL PLANNER™ certification. Top-producing Financial Advisors may also earn recognition trips and other awards. The deferred compensation paid to Financial Advisors is based on their production and subject to vesting. Financial Advisors may receive compensation for making referrals to Baird's Asset Management, Private Equity, Investment Banking and Public Finance businesses. Subject to eligibility, Baird Financial Advisors may also have the right to purchase Baird stock and participate in Baird private equity funds.

#### **Private Wealth Management Services**

Baird offers a full range of products and services for private wealth management clients. These include traditional brokerage services which consist of custody of your assets, trade execution and settlement, incidental advice, client statements and the purchase and sale of various investment products, such as stocks, bonds, mutual funds, exchange-traded funds, variable annuities and insurance. For traditional brokerage services, clients pay commissions on their securities transactions that Baird executes on an agency basis and markups or markdowns on transactions that Baird executes as principal. The commissions are shown on client trade confirmations.

Baird also offers private wealth management clients various investment advisory services. These services include non-discretionary investment advice, mutual fund/ETF asset allocation solutions, use of third party managers and recommended funds, discretionary asset management, financial planning, and institutional consulting services. Certain services require minimum account sizes. Clients typically pay Baird a fee for investment advisory services, with no additional amounts paid for securities transactions executed by Baird while providing such services. In isolated instances, clients may pay commissions in lieu of, or in addition to, the advisory fees.

The services you receive are described in the agreement you sign. If you receive investment advisory services, the fees or other amounts you agree to pay will be set forth in the applicable advisory agreement. More detailed information about the advisory services you receive is provided in a brochure applicable to those services, which will be delivered to you.

Please discuss the various types of products and services that may be available to you with your Baird Financial Advisor.

#### **Additional Forms of Compensation; Potential Conflicts of Interest**

In addition to the fees, commissions and other amounts paid by clients, Baird may receive other compensation from the investments that clients make. Such additional sources of compensation paid to Baird may include fees and commissions

from mutual funds and variable annuity and insurance sponsors for distribution, marketing, sales, administrative and other services. Please see [www.rwbaird.com/mutualfunds](http://www.rwbaird.com/mutualfunds) and [www.rwbaird.com/annuities](http://www.rwbaird.com/annuities) for more information. Baird receives compensation from the banks and money market mutual funds that participate in Baird's Cash Sweep Program. Please see [www.rwbaird.com/moneymarkets](http://www.rwbaird.com/moneymarkets) for more information. Baird may also earn float income from overnight investments of client's free credit balances (i.e., uninvested cash). Your Baird Financial Advisor may receive a portion of the other income Baird receives from mutual funds, variable annuity/insurance providers and participating banks and money market funds. Your Baird Financial Advisor may also attend conferences, seminars and other recognition events, and may accept meals, gifts and entertainment, paid for by mutual fund, annuity or insurance providers and other third party vendors. Baird earns interest income from extending loans to clients with margin accounts or from lending securities in margin accounts.

Baird also offers proprietary or affiliated products and services. These include Baird-sponsored mutual funds (known as the "Baird Funds"), Baird-affiliated private equity partnerships and Baird-affiliated investment advisors. Investment advisory firms that are owned by or affiliated with Baird currently include Baird Advisors, Baird Investment Management and Riverfront Investment Group. Baird receives additional compensation and benefits to the extent you invest in Baird Funds or Baird private equity partnerships or retain any of the Baird-owned or affiliated investment advisory firms to manage your assets.

From time to time, Baird may act as underwriter, placement agent or syndicate member in connection with an offering or other issuance of securities. If you purchase any securities in an offering or other issuance in which Baird serves in such capacity, Baird will receive additional compensation in the form of an underwriting spread, discount or fee, placement fee, selling concession or commission. Baird may also be a market maker in or otherwise own securities that are recommended to you.

The receipt of any of these forms of additional compensation may present a conflict of interest, giving Baird and your financial Advisor an incentive to recommend certain investments and courses of action over others.

The fees that Baird or your Financial Advisor charges for certain investment advisory services may be higher than those charged for other services, and the fees that your Financial Advisor

charges you may differ from the fees that your Financial Advisor charges other clients for similar services. In addition, the advice and recommendations that may be made for you may be different or inconsistent with the advice and recommendations made for other clients.

#### **Financial Planning**

Your Baird Financial Advisor may prepare a financial plan for you. If so, you may be charged a fee, which is negotiable between you and your Baird Financial Advisor. If a fee is charged, you will enter into a financial planning agreement and receive a brochure describing Baird's financial planning services; otherwise, the financial plan will be provided as part of other services you hire your Baird Financial Advisor to provide. The financial planning services terminate upon delivery of a financial plan at any time by you or Baird prior to delivery of your plan. Following delivery of a financial plan you are free to hire Baird or any other securities or investment firm to implement the recommendations made in the plan. If you hire Baird to provide additional services following delivery of your plan, you will enter into a separate agreement describing those services and the related fees.

If your Baird Financial Advisor prepares a financial plan for you, you may be asked to complete a questionnaire or otherwise define your financial goals, needs and objectives. You will be responsible for gathering and providing the data and other information that your Baird Financial Advisor requests for purposes of developing your financial plan. In developing a financial plan for you, your Baird Financial Advisor will examine your current course of action and formulate recommended actions. Your Baird Financial Advisor may consult with your tax and/or legal advisors as part of the process of developing your financial plan (who may charge you a fee for their time), may seek information from third party data providers and use third party software. Unless you then hire us to do so, neither Baird nor your Baird Financial Advisor will have any responsibilities for implementing or monitoring the actions recommended in your financial plan.

More information about Baird's financial planning services is contained in Baird's financial planning services brochure, which is available from your Baird Financial Advisor.

#### **Questions?**

If you have any questions regarding the information provided herein, please contact The Sittenfeld, Stuard & Thornberry Group.