

**Form ADV Part 2A – Firm Brochure
Item 1: Cover Page
February 2025**



3925 Hagan Street, Suite 300
Bloomington, IN 47401
Phone: (812) 333-4726

70 East 91st Street, Suite 110
Indianapolis, IN 46240
Phone: (317) 550-1833

**Firm Contact:
Michael Carson
Chief Compliance Officer**

This brochure provides information about the qualifications and business practices of Hurlow Wealth Management Group, Inc. If clients have any questions about the contents of this brochure, please contact us at (812) 333-4726. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any State Securities Authority. Additional information about our firm is also available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #282587.

Please note that the use of the term "registered investment adviser" and description of our firm and/or our associates as "registered" does not imply a certain level of skill or training. Clients are encouraged to review this Brochure and Brochure Supplements for our firm's associates who advise clients for more information on the qualifications of our firm and our employees.

Item 2: Material Changes

Hurlow Wealth Management Group, Inc. is required to make clients aware of information that has changed since the last annual update to the Firm Brochure ("Brochure") and that may be important to them. Clients can then determine whether to review the brochure in its entirety or to contact us with questions about the changes.

Since our last annual amendment filing on 01/26/2024, the following changes have been made:

- Our firm receives additional benefits from Charles Schwab & Co., Inc. which we believe will benefit our clients. Please see items 12 and 14 of this brochure for additional information.
- The minimum account balance for our Comprehensive Portfolio Management services have been increased to \$1,000,000. Please see item 7 of this brochure for additional information. It is important to note that current clients will maintain their access to the Comprehensive Portfolio Management services on a legacy basis.

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Item 4: Advisory Business

Our firm is dedicated to providing individuals and other types of clients with a wide array of investment advisory services. Our firm is a corporation formed under the laws of the State of Indiana in 2002 and has been in business as an investment adviser since 2016. Our firm is owned by John Hurlow and Michael Carson.

Our firm provides asset management and investment consulting services for many different types of clients to help meet their financial goals while remaining sensitive to risk tolerance and time horizons. As a fiduciary it is our duty to always act in the client's best interest. This is accomplished in part by knowing the client. Our firm has established a service-oriented advisory practice with open lines of communication. Working with clients to understand their investment objectives while educating them about our process, facilitates the kind of working relationship we value.

Types of Advisory Services Offered

Comprehensive Portfolio Management:

As part of our Comprehensive Portfolio Management service clients will be provided asset management and financial planning or consulting services. This service is designed to assist clients in meeting their financial goals through the use of a financial plan or consultation. Our firm conducts client meetings to understand their current financial situation, existing resources, financial goals, and tolerance for risk. Based on what is learned, an investment approach is presented to the client, consisting of individual stocks, bonds, ETFs, options, fee based variable annuities, mutual funds and other public and private securities or investments. Once the appropriate portfolio has been determined, portfolios are continuously and regularly monitored, and if necessary, rebalanced based upon the client's individual needs, stated goals and objectives. Upon client request, our firm provides a summary of observations and recommendations for the planning or consulting aspects of this service.

Financial Planning & Consulting:

Our firm provides a variety of standalone financial planning and consulting services to clients for the management of financial resources based upon an analysis of current situation, goals, and objectives. Financial planning services will typically involve preparing a financial plan or rendering a financial consultation for clients based on the client's financial goals and objectives. This planning or consulting may encompass Investment Planning, Retirement Planning, Estate Planning, Charitable Planning, Education Planning, Corporate and Personal Tax Planning, Cost Segregation Study, Corporate Structure, Real Estate Analysis, Mortgage/Debt Analysis, Insurance Analysis, Lines of Credit Evaluation, or Business and Personal Financial Planning.

Written financial plans or financial consultations rendered to clients usually include general recommendations for a course of activity or specific actions to be taken by the clients. Implementation of the recommendations will be at the discretion of the client. Our firm provides clients with a summary of their financial situation, and observations for financial planning engagements. Financial consultations are not typically accompanied by a written summary of

observations and recommendations, as the process is less formal than the planning service. Assuming that all the information and documents requested from the client are provided promptly, plans or consultations are typically completed within six (6) months of the client signing a contract with our firm.

Asset Management:

Asset Management Services are only offered on a legacy basis or to Financial Planning clients who do not meet the minimum threshold for the Comprehensive Portfolio Management Services but still wish to have their assets managed by our firm. As part of this service, a portfolio is created, consisting of individual stocks, bonds, exchange traded funds ("ETFs"), options, fee based variable annuities, mutual funds and other public and private securities or investments. The client's individual investment strategy is tailored to their specific needs and may include some or all of the previously mentioned securities. Portfolios will be designed to meet a particular investment goal, determined to be suitable to the client's circumstances. Once the appropriate portfolio has been determined, portfolios are continuously and regularly monitored, and if necessary, rebalanced based upon the client's individual needs, stated goals and objectives.

Third Party Money Managers:

In certain instances our firm utilizes the sub-advisory services of a third party investment advisory firm or individual advisor to aid in the management of a portion of our client's assets as part of our broader portfolio management process. Before selecting a firm or individual, our firm will ensure that the chosen party is properly licensed or registered. Our firm will not offer advice on any specific securities or other investments in connection with this service. We will provide initial due diligence on third party money managers and ongoing reviews of their management of client accounts. In order to assist in the selection of a third party money manager, our firm will gather client information pertaining to financial situation, investment objectives, and reasonable restrictions to be imposed upon the management of the account.

Our firm will periodically review third party money manager reports provided to the client at least annually. Our firm will contact clients from time to time in order to review their financial situation and objectives; communicate information to third party money managers as warranted; and, assist the client in understanding and evaluating the services provided by the third party money manager. Clients will be expected to notify our firm of any changes in their financial situation, investment objectives, or account restrictions that could affect their financial standing.

Retirement Plan Consulting:

Our firm provides retirement plan consulting services to employer plan sponsors on an ongoing basis. Generally, such consulting services consist of assisting employer plan sponsors in establishing, monitoring and reviewing their company's participant-directed retirement plan. As the needs of the plan sponsor dictate, areas of advising could include: investment options, plan structure and participant education.

Retirement Plan Consulting services typically include:

- Establishing an Investment Policy Statement – Our firm will assist in the development a statement that summarizes the investment goals and objectives along with the broad strategies to be employed to meet the objectives.

- Investment Options – Our firm will work with the Plan Sponsor to evaluate existing investment options and make recommendations for appropriate changes.
- Investment Monitoring – Our firm will monitor the performance of the investments and notify the client in the event of over/underperformance and in times of market volatility.

In providing services for retirement plan consulting, our firm does not provide any advisory services with respect to the following types of assets: employer securities, real estate (excluding real estate funds and publicly traded REITS), participant loans, non-publicly traded securities or assets, other illiquid investments, or brokerage window programs (collectively, “Excluded Assets”).

All retirement plan consulting services shall be in compliance with the applicable state laws regulating retirement consulting services. This applies to client accounts that are retirement or other employee benefit plans (“Plan”) governed by the Employee Retirement Income Security Act of 1974, as amended (“ERISA”). If the client accounts are part of a Plan, and our firm accept appointments to provide services to such accounts, our firm acknowledges its fiduciary standard within the meaning of Section 3(21) of ERISA as designated by the Retirement Plan Consulting Agreement with respect to the provision of services described therein.

Tailoring of Advisory Services

Our firm offers individualized investment advice to our Comprehensive Portfolio Management clients. General investment advice will be offered to our Financial Planning & Consulting and Retirement Plan Consulting clients.

Each Comprehensive Portfolio Management client has the opportunity to place reasonable restrictions on the types of investments to be held in the portfolio. Restrictions on investments in certain securities or types of securities may not be possible due to the level of difficulty this would entail in managing the account.

Participation in Wrap Fee Programs

Our firm does not offer or sponsor a wrap fee program.

Regulatory Assets Under Management

As of December 31, 2024, our firm manages \$565,820,065 on a discretionary basis and \$92,290,783 on a non-discretionary basis for a total of \$658,110,848 in assets under management.

Item 5: Fees & Compensation

Compensation for Our Advisory Services

Comprehensive Portfolio Management:

Assets Under Management	Annual Percentage of Assets Charge
First \$1,000,000	1.00%
Next \$4,000,000	0.80%
Next \$5,000,000	0.60%
Next \$10,000,000	0.40%
Over \$20,000,000	0.20%

Annualized fees are billed on a pro-rata basis monthly in advance based on the value of the account(s) on the last day of the previous month. Fees are negotiable and will be deducted from client account(s). Adjustments will be made for deposits and withdrawals during the month for individual transactions equal to or exceeding \$10,000. Further it is important to note that our firm assesses fees on all assets held in client accounts including cash and cash equivalents. As part of this process, Clients are made aware of the following:

- You provide written authorization permitting us to be paid directly from the managed account held by the independent custodian;
- Our firm sends an electronic request to the custodian indicating the amount of the fee to be paid from the client's managed account;
- Your independent custodian sends statements at least quarterly to you showing the market values for each security included in the Assets and all disbursements in your account including the amount of the advisory fees paid to us.

Asset Management:

The maximum annual fee charged for this service will not exceed 1.0%. Fees to be assessed will be outlined in Schedule A of this Agreement. Annualized fees are billed on a pro-rata basis monthly in advance based on the value of the account(s) on the last day of the previous month. Fees are negotiable and will be deducted from Client account(s) by HWMG. Adjustments will be made for deposits and withdrawals during the month for individual transactions equal to or exceeding \$10,000. Further it is important to note that our firm assesses fees on all assets held in client accounts including cash and cash equivalents. As part of this process, Clients understand the following:

- Client provides authorization permitting HWMG, to be directly paid by these terms; and
- Client's independent custodian sends statements, at least quarterly, showing the market values for each security included in the Assets and all account disbursements, including the amount of the advisory fees paid to HWMG; and
- HWMG will send an invoice directly to the custodian. If HWMG sends an invoice to the Client, a legend urging the comparison of information provided in the statement with those from the qualified custodian will be included.

Fees For Held Away Accounts:

In certain instances, our firm will manage client's held away accounts through the Pontera platform. The fee associated with this platform is 0.25% of the assets under management, however, it is important to note that this fee will be paid by our firm and as such will not result in the client paying higher fees than if the assets were custodied with our recommended custodian, Charles Schwab & Co., Inc.

Third Party Money Manager Fees:

Generally, fees charged for Third Party Money Manager services shall be in addition to our advisory fees. The Third-Party Money Managers we recommend will not directly charge you a higher fee than they would have charged without us introducing you to them. Most Third-Party Money Managers establish and maintain their own separate billing processes over which we have no control. In general, they will directly bill you and describe how this works in their separate written disclosure documents.

Financial Planning & Consulting:

Our firm charges on a flat fee or hourly basis for financial planning and consulting services. The total estimated fee, as well as the ultimate fee charged, is based on the scope and complexity of our engagement with the client. Flat fees are up to \$15,000 and the maximum hourly fee to be charged will not exceed \$350. Ongoing Financial Planning and Consulting services are billed upon engagement, or on a pro-rata monthly basis.

Retirement Plan Consulting:

Our Retirement Plan Consulting services are billed on a flat fee basis or a fee based on the percentage of Plan assets under management. The total estimated fee, as well as the ultimate fee charged, is based on the scope and complexity of our engagement with the client. Our flat fees generally range from \$1,000 to \$20,000, however, the fee may exceed our general range on a case-by-case basis. Fees based on a percentage of managed Plan assets will not exceed 1.00%. It is important to note that the fee-paying arrangements for Retirement Plan Consulting service will be determined on a case-by-case basis and will be detailed in the signed consulting agreement. Clients will be invoiced directly for the fees.

Other Types of Fees & Expenses

Clients will incur transaction charges for trades executed in their accounts. These transaction fees are separate from our firm's advisory fees and will be disclosed by the chosen custodian. It is important to note that Charles Schwab & Co., Inc. does not charge transaction fees on domestic equity and exchange traded fund transactions. Clients may also pay charges imposed directly by a mutual fund, index fund, or exchange traded fund, which shall be disclosed in the fund's prospectus (i.e., fund management fees, initial or deferred sales charges, mutual fund sales loads, 12b-1 fees, surrender charges, variable annuity fees, IRA and qualified retirement plan fees, and other fund expenses). Our firm does not receive a portion of these fees.

Termination & Refunds

Either party may terminate the advisory agreement signed with our firm for Comprehensive Portfolio Management service in writing at any time. Upon notice of termination our firm will process a pro-rata refund of the unearned portion of the advisory fees charged in advance.

Financial Planning & Consulting clients may terminate their agreement at any time before the delivery of a financial plan by providing written notice. For purposes of calculating refunds, all work performed by us up to the point of termination shall be calculated at the hourly fee currently in effect. Clients will receive a pro-rata refund of unearned fees based on the time and effort expended by our firm.

Either party to a Retirement Plan Consulting Agreement may terminate at any time by providing written notice to the other party. Full refunds will only be made in cases where cancellation occurs within five (5) business days of signing an agreement. After five (5) business days from initial signing, either party must provide the other party thirty (30) days written notice to terminate billing. Billing will terminate 30 days after receipt of termination notice. Clients will be charged on a pro-rata basis, which takes into account work completed by our firm on behalf of the client. Clients will incur charges for bona fide advisory services rendered up to the point of termination (determined as 30 days from receipt of said written notice) and such fees will be due and payable.

Commissionable Securities Sales

Our firm and representatives do not sell securities for a commission in advisory accounts.

Item 6: Performance-Based Fees & Side-By-Side Management

Our firm does not charge performance-based fees.

Item 7: Types of Clients & Account Requirements

Our firm has the following types of clients:

- Individuals and High Net Worth Individuals;
- Trusts, Estates or Charitable Organizations;
- Pension and Profit-Sharing Plans;
- Corporations, Limited Liability Companies and/or Other Business Types.

Our requirements for opening and maintaining accounts or otherwise engaging us:

- Our firm requires a minimum aggregate account balance of \$1,000,000 for our Comprehensive Portfolio Management. Generally, this minimum account balance requirement is not negotiable and would be required throughout the course of the client's relationship with our firm, however, this may be waived at managements discretion.
- Financial Planning and Asset Management services are reserved for clients with limited assets to be managed whom have a complex financial situation. With this in mind, in order to engage our services for standalone Financial Planning and Consulting services, and standalone Asset Management services, clients will need to meet the minimum annual fee for services provided of \$5,000.

Item 8: Methods of Analysis, Investment Strategies & Risk of Loss

Methods of Analysis

We use the following methods of analysis in formulating our investment advice and/or managing client assets:

Fundamental Analysis: We attempt to measure the intrinsic value of a security by looking at economic and financial factors (including the overall economy, industry conditions, and the financial condition and management of the company itself) to determine if the company is underpriced (indicating it may be a good time to buy) or overpriced (indicating it may be time to sell). Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security can move up or down along with the overall market regardless of the economic and financial factors considered in evaluating the stock.

Technical Analysis: We analyze past market movements and apply that analysis to the present in an attempt to recognize recurring patterns of investor behavior and potentially predict future price movement. Technical analysis does not consider the underlying financial condition of a company. This presents a risk in that a poorly-managed or financially unsound company may underperform regardless of market movement.

Third Party Money Manager Analysis: The analysis of the experience, investment philosophies, and past performance of independent third-party investment managers in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. Analysis is completed by monitoring the manager's underlying holdings, strategies, concentrations and leverage as part of our overall periodic risk assessment. Additionally, as part of the due-diligence process, the manager's compliance and business enterprise risks are surveyed and reviewed. A risk of investing with a third-party manager who has been successful in the past is that they may not be able to replicate that success in the future. In addition, as our firm does not control the underlying investments in a third-party manager's portfolio, there is also a risk that a manager may deviate from the stated investment mandate or strategy of the portfolio, making it a less suitable investment for our clients. Moreover, as our firm does not control the manager's daily business and compliance operations, our firm may be unaware of the lack of internal controls necessary to prevent business, regulatory or reputational deficiencies.

Investment Strategies We Use

We use the following strategies in managing client accounts, provided that such strategies are appropriate to the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations:

Long-Term Purchases: When utilizing this strategy, we may purchase securities with the idea of holding them for a relatively long time (typically held for at least a year). A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantages of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, a security may decline sharply in value before we make the decision to sell. Typically, we employ this

sub-strategy when we believe the securities to be well valued; and/or we want exposure to a particular asset class over time, regardless of the current projection for this class. The potential risks associated with this investment strategy involve a lower than expected return, for many years in a row. Lower-than-expected returns that last for a long time and/or that are severe in nature would have the impact of dramatically lowering the ending value of your portfolio, and thus could significantly threaten your ability to meet financial goals.

Short-Term Purchases: When utilizing this strategy, we may also purchase securities with the idea of selling them within a relatively short time (typically a year or less). We do this in an attempt to take advantage of conditions that we believe will soon result in a price swing in the securities we purchase. The potential risk associated with this investment strategy is associated with the currency or exchange rate. Currency or exchange rate risk is a form of risk that arises from the change in price of one currency against another. The constant fluctuations in the foreign currency in which an investment is denominated vis-à-vis one's home currency may add risk to the value of a security. Currency risk is greater for shorter term investments, which do not have time to level off like longer term foreign investments.

Preferred Securities Recommended to Clients

Exchange Traded Funds ("ETFs"): An ETF is a type of Investment Company (usually, an open-end fund or unit investment trust) whose primary objective is to achieve the same return as a particular market index. The vast majority of ETFs are designed to track an index, so their performance is close to that of an index mutual fund, but they are not exact duplicates. A tracking error, or the difference between the returns of a fund and the returns of the index, can arise due to differences in composition, management fees, expenses, and handling of dividends. ETFs benefit from continuous pricing; they can be bought and sold on a stock exchange throughout the trading day. Because ETFs trade like stocks, you can place orders just like with individual stocks - such as limit orders, good-until-canceled orders, stop loss orders etc. They can also be sold short. Traditional mutual funds are bought and redeemed based on their net asset values ("NAV") at the end of the day. ETFs are bought and sold at the market prices on the exchanges, which resemble the underlying NAV but are independent of it. However, arbitrageurs will ensure that ETF prices are kept very close to the NAV of the underlying securities. Although an investor can buy as few as one share of an ETF, most buy in board lots. Anything bought in less than a board lot will increase the cost to the investor. Anyone can buy any ETF no matter where in the world it trades. This provides a benefit over mutual funds, which generally can only be bought in the country in which they are registered.

One of the main features of ETFs are their low annual fees, especially when compared to traditional mutual funds. The passive nature of index investing, reduced marketing, and distribution and accounting expenses all contribute to the lower fees. However, individual investors must pay a brokerage commission to purchase and sell ETF shares; for those investors who trade frequently, this can significantly increase the cost of investing in ETFs. That said, with the advent of low-cost brokerage fees, small or frequent purchases of ETFs are becoming more cost efficient.

Equity Securities: Equity securities represent an ownership position in a company. Equity securities typically consist of common stocks. The prices of equity securities fluctuate based on, among other things, events specific to their issuers and market, economic and other conditions. For example, prices of these securities can be affected by financial contracts held by the issuer or third parties (such as derivatives) relating to the security or other assets or indices. There may be little trading in the secondary market for particular equity securities, which may adversely affect our firm's ability

to value accurately or dispose of such equity securities. Adverse publicity and investor perceptions, whether or not based on fundamental analysis, may decrease the value and/or liquidity of equity securities. Investing in smaller companies may pose additional risks as it is often more difficult to value or dispose of small company stocks, more difficult to obtain information about smaller companies, and the prices of their stocks may be more volatile than stocks of larger, more established companies. Clients should have a long-term perspective and, for example, be able to tolerate potentially sharp declines in value.

Fixed Income: Fixed income is a type of investing or budgeting style for which real return rates or periodic income is received at regular intervals and at reasonably predictable levels. Fixed-income investors are typically retired individuals who rely on their investments to provide a regular, stable income stream. This demographic tends to invest heavily in fixed-income investments because of the reliable returns they offer. Fixed-income investors who live on set amounts of periodically paid income face the risk of inflation eroding their spending power.

Some examples of fixed-income investments include treasuries, money market instruments, corporate bonds, asset-backed securities, municipal bonds and international bonds. The primary risk associated with fixed-income investments is the borrower defaulting on his payment. Other considerations include exchange rate risk for international bonds and interest rate risk for longer-dated securities. The most common type of fixed-income security is a bond. Bonds are issued by federal governments, local municipalities and major corporations. Fixed-income securities are recommended for investors seeking a diverse portfolio; however, the percentage of the portfolio dedicated to fixed income depends on your own personal investment style. There is also an opportunity to diversify the fixed-income component of a portfolio. Riskier fixed-income products, such as junk bonds and longer-dated products, should comprise a lower percentage of your overall portfolio.

The interest payment on fixed-income securities is considered regular income and is determined based on the creditworthiness of the borrower and current market rates. In general, bonds and fixed-income securities with longer-dated maturities pay a higher rate, also referred to as the coupon rate, because they are considered riskier. The longer the security is on the market, the more time it has to lose its value and/or default. At the end of the bond term, or at bond maturity, the borrower returns the amount borrowed, also referred to as the principal or par value.

Mutual Funds: A mutual fund is a company that pools money from many investors and invests that money in a variety of differing security types based on the objectives of the fund. The portfolio of the fund consists of the combined holdings it owns. Each share represents an investor's proportionate ownership of the fund's holdings and the income those holdings generate. The price that investors pay for mutual fund shares are the fund's per share net asset value ("NAV") plus any shareholder fees that the fund imposes at the time of purchase (such as sales loads). Investors typically cannot ascertain the exact make-up of a fund's portfolio at any given time, nor can they directly influence which securities the fund manager buys and sells or the timing of those trades. With an individual stock, investors can obtain real-time (or close to real-time) pricing information with relative ease by checking financial websites or by calling a broker or your investment adviser. Investors can also monitor how a stock's price changes from hour to hour—or even second to second. By contrast, with a mutual fund, the price at which an investor purchases or redeems shares will typically depend on the fund's NAV, which is calculated daily after market close.

The benefits of investing through mutual funds include: (a) Mutual funds are professionally managed by an investment adviser who researches, selects, and monitors the performance of the securities

purchased by the fund; (b) Mutual funds typically have the benefit of diversification, which is an investing strategy that generally sums up as “Don’t put all your eggs in one basket.” Spreading investments across a wide range of companies and industry sectors can help lower the risk if a company or sector fails. Some investors find it easier to achieve diversification through ownership of mutual funds rather than through ownership of individual stocks or bonds.; (c) Some mutual funds accommodate investors who do not have a lot of money to invest by setting relatively low dollar amounts for initial purchases, subsequent monthly purchases, or both.; and (d) At any time, mutual fund investors can readily redeem their shares at the current NAV, less any fees and charges assessed on redemption.

Mutual funds also have features that some investors might view as disadvantages: (a) Investors must pay sales charges, annual fees, and other expenses regardless of how the fund performs. Depending on the timing of their investment, investors may also have to pay taxes on any capital gains distributions they receive. This includes instances where the fund performed poorly after purchasing shares.; (b) Investors typically cannot ascertain the exact make-up of a fund’s portfolio at any given time, nor can they directly influence which securities the fund manager buys and sells or the timing of those trades.; and (c) With an individual stock, investors can obtain real-time (or close to real-time) pricing information with relative ease by checking financial websites or by calling a broker or your investment adviser. Investors can also monitor how a stock’s price changes from hour to hour—or even second to second. By contrast, with a mutual fund, the price at which an investor purchases or redeems shares will typically depend on the fund’s NAV, which the fund might not calculate until many hours after the investor placed the order. In general, mutual funds must calculate their NAV at least once every business day, typically after the major U.S. exchanges close.

When investors buy and hold an individual stock or bond, the investor must pay income tax each year on the dividends or interest the investor receives. However, the investor will not have to pay any capital gains tax until the investor actually sells and makes a profit. Mutual funds, however, are different. When an investor buys and holds mutual fund shares, the investor will owe income tax on any ordinary dividends in the year the investor receives or reinvests them. Moreover, in addition to owing taxes on any personal capital gains when the investor sells shares, the investor may have to pay taxes each year on the fund’s capital gains. That is because the law requires mutual funds to distribute capital gains to shareholders if they sell securities for a profit, and cannot use losses to offset these gains.

Risk of Loss

Investing in securities involves risk of loss that clients should be prepared to bear. While the stock market may increase and the account(s) could enjoy a gain, it is also possible that the stock market may decrease and the account(s) could suffer a loss. It is important that clients understand the risks associated with investing in the stock market, are appropriately diversified in investments, and ask any questions.

Additional Information

Our firm generally invests client cash balances in money market funds, FDIC Insured Certificates of Deposit, high-grade commercial paper and/or government backed debt instruments. Ultimately, our firm tries to achieve the highest return on client cash balances through relatively low-risk conservative investments. In most cases, at least a partial cash balance will be maintained in a money market account so that our firm may debit advisory fees for our services related to our Comprehensive Portfolio Management service, as applicable.

Item 9: Disciplinary Information

There are no legal or disciplinary events that are material to the evaluation of our advisory business or the integrity of our management.

Item 10: Other Financial Industry Activities & Affiliations

Our firm is not registered, nor does it have an application pending to register, as a broker-dealer, registered representative of a broker dealer, futures commission merchant, commodity pool operator, commodity trading advisor, or an associated person of the foregoing entities.

Our firm does not recommend or select other investment advisers for our clients.

Item 11: Code of Ethics, Participation or Interest in Client Transactions & Personal Trading

As a fiduciary, it is an investment adviser's responsibility to provide fair and full disclosure of all material facts and to act solely in the best interest of each of our clients at all times. Our fiduciary duty is the underlying principle for our firm's Code of Ethics, which includes procedures for personal securities transaction and insider trading. Our firm requires all representatives to conduct business with the highest level of ethical standards and to comply with all federal and state securities laws at all times. Upon employment with our firm, and at least annually thereafter, all representatives of our firm will acknowledge receipt, understanding and compliance with our firm's Code of Ethics. Our firm and representatives must conduct business in an honest, ethical, and fair manner and avoid all circumstances that might negatively affect or appear to affect our duty of complete loyalty to all clients. This disclosure is provided to give all clients a summary of our Code of Ethics. If a client or a potential client wishes to review our Code of Ethics in its entirety, a copy will be provided promptly upon request.

Our firm recognizes that the personal investment transactions of our representatives demands the application of a Code of Ethics with high standards and requires that all such transactions be carried out in a way that does not endanger the interest of any client. At the same time, our firm also believes that if investment goals are similar for clients and for our representatives, it is logical, and even desirable, that there be common ownership of some securities.

In order to prevent conflicts of interest, our firm has established procedures for transactions effected by our representatives for their personal accounts¹. In order to monitor compliance with our personal trading policy, our firm has pre-clearance requirements and a quarterly securities transaction reporting system for all of our representatives.

¹ For purposes of the policy, our associate's personal account generally includes any account (a) in the name of our associate, his/her spouse, his/her minor children or other dependents residing in the same household, (b) for which our associate is a trustee or executor, or (c) which our associate controls, including our client accounts which our associate controls and/or a member of his/her household has a direct or indirect beneficial interest in.

Neither our firm nor a related person recommends, buys or sells for client accounts, securities in which our firm or a related person has a material financial interest without prior disclosure to the client.

Related persons of our firm may buy or sell securities and other investments that are also recommended to clients. In order to minimize this conflict of interest, our related persons will place client interests ahead of their own interests and adhere to our firm's Code of Ethics, a copy of which is available upon request.

Likewise, related persons of our firm buy or sell securities for themselves at or about the same time they buy or sell the same securities for client accounts. In order to minimize this conflict of interest, our related persons will place client interests ahead of their own interests and adhere to our firm's Code of Ethics, a copy of which is available upon request. Further, our related persons will refrain from buying or selling the same securities prior to buying or selling for our clients. If related persons' accounts are included in a block trade, our related persons will always trade personal accounts last.

Item 12: Brokerage Practices

Selecting a Brokerage Firm

Our firm does not maintain custody of client assets. Client assets must be maintained by a qualified custodian. Our firm seeks to recommend a custodian who will hold client assets and execute transactions on terms that are overall most advantageous when compared to other available providers and their services. The factors considered, among others, are these:

- Timeliness of execution
- Timeliness and accuracy of trade confirmations
- Research services provided
- Ability to provide investment ideas
- Execution facilitation services provided
- Record keeping services provided
- Custody services provided
- Frequency and correction of trading errors
- Ability to access a variety of market venues
- Expertise as it relates to specific securities
- Financial condition
- Business reputation
- Quality of services

With the aforementioned in consideration, we utilize the services of Charles Schwab & Co., Inc. ("Schwab"). Schwab is a FINRA-registered broker-dealer, member SIPC. We are independently owned and operated and not affiliated with Schwab or any other qualified custodian. Schwab offers to independent investment advisers non-soft dollar services which include custody of securities, trade execution, clearance and settlement of transactions.

Products and Services Available to Us from Schwab

Schwab Advisor Services (formerly called Schwab Institutional) is Schwab's business serving independent investment advisory firms like us. They provide us and our clients with access to its institutional brokerage – trading, custody, reporting and related services – many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help us manage or administer our clients' accounts while others help us manage and grow our business. Here is a more detailed description of Schwab's support services:

Services that Benefit You.

Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in this paragraph generally benefit you and your account.

Schwab has further agreed to provide at no cost to our clients or our firm a webinar hosted by one of their investment strategists, this benefit is not available to all Registered Investment Advisers who recommend Schwab for custodial services. This benefit has a material monetary value that our firm would alternatively have to pay for if this was not provided at no cost by Schwab.

Services that May Indirectly Benefit You.

Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or some substantial number of our clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- provide access to client account data (such as duplicate trade confirmations and account statements);
- facilitate trade execution and allocate aggregated trade orders for multiple client accounts;
- provide pricing and other market data;
- facilitate payment of our fees from our clients' accounts; and
- assist with back-office functions, recordkeeping and client reporting.

Services that Generally Benefit Our Firm.

Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- educational conferences and events
- technology, compliance, legal, and business consulting;
- publications and conferences on practice management and business succession; and
- access to employee benefits providers, human capital consultants and insurance providers. Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits such as occasional business entertainment of our personnel.

We do not use client brokerage commissions to obtain research or other products or services. The aforementioned research and brokerage services are used by our firm to manage accounts. Without this arrangement, our firm might be compelled to purchase the same or similar services at our own expense.

Our Interest in Schwab's Services

The availability of these services from Schwab benefits our firm because our firm does not have to produce or purchase them. Our firm does not have to pay for these services, and they are not contingent upon committing any specific amount of business to Schwab in trading commissions or assets in custody.

In light of our arrangements with Schwab, a conflict of interest exists as our firm may have incentive to require that clients maintain their accounts with Schwab based on our interest in receiving Schwab's services that benefit our firm rather than based on client interest in receiving the best value in custody services and the most favorable execution of transactions. As part of our fiduciary duty to our clients, our firm will endeavor at all times to put the interests of our clients first. Clients should be aware, however, that the receipt of economic benefits by our firm or our related persons creates a potential conflict of interest and may indirectly influence our firm's choice of Schwab as a custodial recommendation. Our firm examined this potential conflict of interest when our firm chose to recommend Schwab and have determined that the recommendation is in the best interest of our firm's clients and satisfies our fiduciary obligations, including our duty to seek best execution.

In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, and responsiveness. Although our firm will seek competitive rates, to the benefit of all clients, our firm may not necessarily obtain the lowest possible commission rates for specific client account transactions. Our firm believes that the selection of Schwab as a custodian and broker is the best interest of our clients. It is primarily supported by the scope, quality and price of Schwab's services, and not Schwab's services that only benefit our firm.

Soft Dollars

Some of the products, services and other benefits provided by Schwab, benefit Advisor and may not benefit Advisor's client accounts. Advisor's recommendation or requirement that client place assets in Schwab's custody may be based in part on benefits Schwab provides to Advisor, or Advisor's agreement to maintain certain Assets Under Management at Schwab, and not solely on the nature, cost or quality of custody and execution services provided by Schwab.

Advisor places trades for its clients' accounts subject to its duty to seek best execution and its other fiduciary duties. Advisor may use broker-dealers other than Schwab to execute trades for client accounts maintained at Schwab, but this practice may result in additional costs to clients so that Advisor is more likely to place trades through Schwab rather than other broker-dealers. Schwab's execution quality may be different than other broker-dealers.

Client Brokerage Commissions

Schwab does not make client brokerage commissions generated by client transactions available for our firm's use.

Client Transactions in Return for Soft Dollars

Our firm does not direct client transactions to a particular broker-dealer in return for soft dollar benefits.

Brokerage for Client Referrals

Our firm does not receive brokerage for client referrals.

Directed Brokerage

Neither our firm nor any of our firm's representatives have discretionary authority in making the determination of the brokers-dealers and/or custodians with whom orders for the purchase or sale of securities are placed for execution, and the commission rates at which such securities transactions are effected. Our firm routinely recommends that clients direct us to execute through a specified broker-dealer. Our firm recommends the use of Schwab.

Special Considerations for ERISA Clients

A retirement or ERISA plan client may direct all or part of portfolio transactions for its account through a specific broker or dealer in order to obtain goods or services on behalf of the plan. Such direction is permitted provided that the goods and services provided are reasonable expenses of the plan incurred in the ordinary course of its business for which it otherwise would be obligated and empowered to pay. ERISA prohibits directed brokerage arrangements when the goods or services purchased are not for the exclusive benefit of the plan. Consequently, our firm will request that plan sponsors who direct plan brokerage provide us with a letter documenting that this arrangement will be for the exclusive benefit of the plan.

Client-Directed Brokerage

Our firm allows clients to direct brokerage outside our recommendation. Our firm may be unable to achieve the most favorable execution of client transactions. Client directed brokerage may cost clients more money. For example, in a directed brokerage account, clients may pay higher brokerage commissions because our firm may not be able to aggregate orders to reduce transaction costs, or clients may receive less favorable prices.

Aggregation of Purchase or Sale

Our firm provides investment management services for various clients. There are occasions on which portfolio transactions may be executed as part of concurrent authorizations to purchase or sell the same security for numerous accounts served by our firm, which involve accounts with similar investment objectives. Although such concurrent authorizations potentially could be either advantageous or disadvantageous to any one or more particular accounts, they are affected only when our firm believes that to do so will be in the best interest of the effected accounts. When such concurrent authorizations

occur, the objective is to allocate the executions in a manner which is deemed equitable to the accounts involved. In any given situation, our firm attempts to allocate trade executions in the most equitable manner possible, taking into consideration client objectives, current asset allocation and availability of funds using price averaging, proration and consistently non-arbitrary methods of allocation.

Item 13: Review of Accounts or Financial Plans

Our management personnel or investment adviser representatives review accounts on at least an annual basis for our Comprehensive Portfolio Management clients. The nature of these reviews is to learn whether client accounts are in line with their investment objectives, appropriately positioned based on market conditions, and investment policies, if applicable. Our firm may review client accounts more frequently than described above. Among the factors which may trigger an off-cycle review are major market or economic events, the client's life events, requests by the client, etc. Our firm provides written reports to clients, upon request. Verbal reports to clients take place on at least an annual basis when our Comprehensive Portfolio Management clients are contacted.

Financial Planning clients receive reviews of their written plans upon completion and on an ongoing basis to discuss the summary of recommendations and any updates to their plans, changes in their circumstances, etc. Our firm does not provide written reports to financial consulting clients are willing to meet with such clients upon their request to discuss changes in their circumstances, etc.

Retirement Plan Consulting clients receive reviews of their retirement plans for the duration of the service. Our firm also provides ongoing services where clients are met with upon their request to discuss updates to their plans, changes in their circumstances, etc. Retirement Plan Consulting clients do not receive written or verbal updated reports regarding their plans unless they choose to engage our firm for ongoing services.

Item 14: Client Referrals & Other Compensation

Charles Schwab & Co., Inc.

We receive an economic benefit from Schwab in the form of the support products and services it makes available to us and other independent investment advisors that have their clients maintain accounts at Schwab. In addition, Schwab has also agreed to pay for certain products and services for which we would otherwise have to pay once the value of clients' assets in accounts at Schwab reaches a certain size. You do not pay more for assets maintained at Schwab as a result of these arrangements. These products and services, how they benefit us, and the related conflicts of interest are described above (*see Item 12 – Brokerage Practices*). The availability to us of Schwab's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

Referral Fees

In accordance with Rule 206 (4)-1 of the Investment Advisers Act of 1940, our firm does not provide cash or non-cash compensation directly or indirectly to unaffiliated persons for testimonials or endorsements (which include client referrals).

Item 15: Custody

Direct Debiting:

All of our clients receive account statements directly from their qualified custodians at least quarterly upon opening of an account. If our firm decides to also send account statements to clients, such notice and account statements include a legend that recommends that the client compare the account statements received from the qualified custodian with those received from our firm.

Standing Letters of Authorization for Third Party Money Movements:

The SEC issued a no-action letter ("Letter") with respect to the Rule 206(4)-2 ("Custody Rule") under the Investment Advisers Act of 1940 ("Advisers Act"). The letter provided guidance on the Custody Rule as well as clarified that an adviser who has the power to disburse client funds to a third party under a standing letter of instruction ("SLOA") is deemed to have custody. As such, our firm has adopted the following safeguards in conjunction with our custodian, Schwab:

- The client provides an instruction to the qualified custodian, in writing, that includes the client's signature, the third party's name, and either the third party's address or the third party's account number at a custodian to which the transfer should be directed.
- The client authorizes the investment adviser, in writing, either on the qualified custodian's form or separately, to direct transfers to the third party either on a specified schedule or from time to time.
- The client's qualified custodian performs appropriate verification of the instruction, such as a signature review or other method to verify the client's authorization, and provides a transfer of funds notice to the client promptly after each transfer.
- The client has the ability to terminate or change the instruction to the client's qualified custodian.
- The investment adviser has no authority or ability to designate or change the identity of the third party, the address, or any other information about the third party contained in the client's instruction.
- The investment adviser maintains records showing that the third party is not a related party of the investment adviser or located at the same address as the investment adviser.
- The client's qualified custodian sends the client, in writing, an initial notice confirming the instruction and an annual notice reconfirming the instruction.

Pontera®:

Our firm has entered into an agreement with Pontera®, a platform allowing our firm to manage accounts held away from our recommend custodian without obtaining client login information and as such avoiding custody. Information about the fees associated with this platform is disclosed in item 5 of this brochure.

Clients are encouraged to raise any questions with us about the custody, safety or security of their assets and our custodial recommendations.

Item 16: Investment Discretion

Clients have the option of providing our firm with investment discretion on their behalf, pursuant to an executed investment advisory client agreement. By granting investment discretion, our firm is authorized to execute securities transactions, determine which securities are bought and sold, and the total amount to be bought and sold. Limitations may be imposed by the client in the form of specific constraints on any of these areas of discretion with our firm's written acknowledgement.

Item 17: Voting Client Securities

Our firm does not accept the proxy authority to vote client securities. Clients will receive proxies or other solicitations directly from their custodian or a transfer agent. In the event that proxies are sent to our firm, our firm will forward them to the appropriate client and ask the party who sent them to mail them directly to the client in the future.

Item 18: Financial Information

Our firm is not required to provide financial information in this Brochure because:

- Our firm does not require the prepayment of more than \$1,200 in fees and six or more months in advance.
- Our firm does not take custody of client funds or securities.

Disclosure of Financial Condition

Our firm has never been the subject of a bankruptcy proceeding.

**Form ADV Part 2B – Brochure Supplement
Item 1: Cover Page
August 2025**

John C. Hurlow



3925 Hagan Street, Suite 300
Bloomington, IN 47401
Phone: (812) 333-4726

70 East 91st Street, Suite 110
Indianapolis, IN 46240
Phone: (317) 550-1833

This brochure supplement provides information about John C. Hurlow that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Carson, Chief Compliance Officer if you did not receive Hurlow Wealth Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Hurlow is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #2882302.

Item 2: Educational Background & Business Experience

John Charles Hurlow

Year of Birth: 1973

Educational Background:

- 1996: Indiana University; B.S. in Business

Business Background:

- 01/2019 – Present Hurlow Wealth Management Group, Inc.; Investment Adviser Representative and Managing Member
- 05/2016 – 01/2019 Hurlow Wealth Management Group, Inc.; Chief Compliance Officer and Investment Adviser Representative
- 11/2002 – Present Hurlow Wealth Management Group, Inc.; President
- 05/2009 – 05/2016 Wells Fargo Advisors Financial Network, LLC; Financial Advisor
- 11/2002 – 05/2009 Wachovia Securities Financial Network; Financial Advisor
- 05/1997 – 11/2002 Merrill Lynch, Pierce, Fenner & Smith Inc.; Financial Advisor
- 05/1997 – 12/1998 Mid West; Marketing Director

Exams, Licenses & Other Professional Designations:

- 04/2003 – Series 9
- 02/2003 – Series 10
- 09/1998 – Series 65
- 08/1998 – Series 63
- 04/1998 – Series 7
- Accredited Investment Fiduciary®
- Certified 401(k) Professional®
- Certified Private Wealth Advisor®
- Certified Exit Planning Advisor®

AIF® - Accredited Investment Fiduciary®:

The AIF® designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF® designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF® Code of Ethics. In order to maintain the AIF® designation, the individual must annually renew their affirmation of the AIF Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary360 (fi360) company).

Certified 401(k) Professional (C(k)P®):

The Certified 401(k) (C(k)P®) Professional designation is offered by the Retirement Advisor University at UCLA Anderson School of Management Executive Education. In order to receive this designation, the candidate must meet 3 years of experience in financial services, must have 10 defined contribution plans under management, and \$30,000,000 in assets under management. The candidate must meet 24 hours of continuing education every 2 years.

Certified Private Wealth Advisor® (CPWA®)

The CPWA® designation signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for the professional designation, which is centered on private wealth management topics and strategies for high-net-worth clients. Prerequisites for the CPWA® designation are a Bachelor's degree from an accredited college or university or one of the following designations or licenses: CIMA®, CIMC®, CFA®, CFP®, ChFC®, or CPA license; have an acceptable regulatory history as evidenced by FINRA Form U-4 or other regulatory requirements and five years of professional client-centered experience in financial services or a related industry. CPWA® designees have completed a rigorous educational process that includes self-study requirements, an in-class education component, and successful completion of a comprehensive examination. CPWA® designees are required to adhere to IMCA's *Code of Professional Responsibility* and *Rules and Guidelines for Use of the Marks*. CPWA® designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification. The designation is administered through Investment Management Consultants Association (IMCA).

Certified Exit Planning Advisor (CEPA®): The CEPA® designation signifies that an individual has met the experience, education, and examination requirements necessary for advising business owners on exit planning. To obtain the CEPA® designation, candidates must complete an educational program. Candidates are also required to pass a final examination to demonstrate their understanding of the exit planning process. Prerequisites for the CEPA® are either 1) to have five years of full-time or equivalent experience working directly with business owners as a financial advisor, attorney, CPA, business broker, investment banker, commercial lender, estate planner, insurance professional, business consultant or in a related capacity; or 2) have an undergraduate degree from a qualifying institution or additional professional work experience (two years of relevant professional experience may be substituted for each year of required undergraduate studies). Once certified, CEPA® designees must adhere to the ethics and professional standards set by the Exit Planning Institute® (EPI). To maintain the designation, CEPA® designees are required to complete 40 hours of continuing education every three years. The CEPA® certification is administered by the Exit Planning Institute (EPI).

Item 3: Disciplinary Information

There are no legal or disciplinary events material to the evaluation of Mr. Hurlow.

Item 4: Other Business Activities

Mr. Hurlow is the co-owner of Hagan Street, LLC, an entity that manages commercial rental property. Mr. Hurlow does not allocate any time to this activity and therefore it does not present a conflict of interest.

Item 5: Additional Compensation

Mr. Hurlow does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Michael Carson, Chief Compliance Officer of Hurlow Wealth Management Group, Inc., supervises and monitors Mr. Hurlow's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Carson if you have any questions about Mr. Hurlow's brochure supplement at (812) 333-4726.

**Form ADV Part 2B – Brochure Supplement
Item 1: Cover Page
February 2025**

Michael J. Carson



3925 Hagan Street, Suite 300
Bloomington, IN 47401
Phone: (812) 333-4726

70 East 91st Street, Suite 110
Indianapolis, IN 46240
Phone: (317) 550-1833

This brochure supplement provides information about Michael J. Carson that supplements our brochure. You should have received a copy of that brochure. Please contact Mike Carson, Chief Compliance Officer if you did not receive Hurlow Wealth Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Carson is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #5543715.

Item 2: Educational Background & Business Experience

Michael J. Carson
Year of Birth: 1987

Educational Background:

- 2010: Indiana University; B.S. Business, Entrepreneurship and Corporate Innovation

Business Background:

- 01/2019 – Present Hurlow Wealth Management Group, Inc.;
Chief Compliance Officer and Investment Adviser Representative
- 05/2016 – 01/2019 Hurlow Wealth Management Group, Inc.;
Investment Adviser Representative
- 06/2009 – Present Hurlow Wealth Management Group, Inc.; Vice President
- 06/2009 – 05/2016 Wells Fargo Advisors Financial Network, LLC; Financial Advisor
- 08/2006 – 07/2013 Indiana University; Student
- 03/2009 – 05/2009 Pacific Road Corporate Finance; Intern
- 06/2008 – 01/2009 Hurlow Wealth Management Group, Inc.; Support Staff
- 06/2004 – 06/2008 Self-employed

Exams, Licenses & Other Professional Designations:

- 02/2009 – Series 7
- 07/2009 – Series 66
- Certified Financial Planner™, CFP®
- Certified Investment Management Analyst (CIMA)
- Chartered Retirement Plan Specialist (CRPS®)

CERTIFIED FINANCIAL PLANNER™, CFP®

CERTIFIED FINANCIAL PLANNER™ (CFP®) certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP board's studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam (administered in 10 hours over a 2 day period) and agreeing to be bound by the CFP board's standard of professional conduct. As a prerequisite the IAR must have a bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full time financial planning experience (or equivalent measured at 2,000 hours per year). This designation requires 30 hours of continuing education every 2 years and renewing an agreement to be bound by the standards of professional conduct.

CERTIFIED INVESTMENT MANAGEMENT ANALYST, CIMA

The CIMA certification signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for investment management consulting. Prerequisites for the CIMA certification are three years of financial services experience and an acceptable regulatory history. To obtain the CIMA certification, candidates must pass an online Qualification Examination, successfully complete a one-week classroom education program provided by a Registered Education

Provider, pass an online Certification Examination, and have an acceptable regulatory history. CIMA designees are required to adhere to IMCA's *Code of Professional Responsibility, Standards of Practice, and Rules and Guidelines for Use of the Marks*. CIMA designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification. The designation is administered through Investment Management Consultants Association (IMCA).

CHARTERED RETIREMENT PLANS SPECIALISTSM, CRPS®

The CRPS Program is specifically targeted at professionals who design, install, and maintain retirement plans for the business community. Mr. Carson was awarded by The College for Financial Planning® awards the Chartered Retirement Plans SpecialistSM (CRPS®) designation by successfully complete the program, pass the final examination; and comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or discovered by the College.

Continued use of the CRPS® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the CRPS® designation by: completing 16 hours of continuing education, reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct.

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to the evaluation of Mr. Carson.

Item 4: Other Business Activities

Mr. Carson does not have any outside business activities to report.

Item 5: Additional Compensation

Mr. Carson does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

As a principal of Hurlow Wealth Management Group, Inc., John Hurlow supervises and monitors Mr. Carson's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Hurlow if you have any questions about Mr. Carson's brochure supplement.

**Form ADV Part 2B – Brochure Supplement
Item 1: Cover Page
February 2025**

Gordon Nesbit



3925 Hagan Street, Suite 300
Bloomington, IN 47401
Phone: (812) 333-4726

70 East 91st Street, Suite 110
Indianapolis, IN 46240
Phone: (317) 550-1833

This brochure supplement provides information about Gordon Nesbit that supplements our brochure. You should have received a copy of that brochure. Please contact Mike Carson, Chief Compliance Officer if you did not receive Hurlow Wealth Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Nesbit is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #6828541.

Item 2: Educational Background & Business Experience

Gordon S. Nesbit

Year of Birth: 1974

Educational Background:

- 2017: University of California, Irvine; Certificate in Personal Finance Planning
- 1996: Indiana University; Bachelor's of Science in Psychology

Business Background:

- 07/2017 – Present Hurlow Wealth Management Group, Inc.; Financial Advisor
- 10/2016 – 06/2017 Full-Time Student
- 06/2000 – 09/2016 ALDI, Inc.; Vice President
- 05/1996 – 05/2000 United States Army, Captain

Exams, Licenses & Other Professional Designations:

- 07/2017 – Series 65
- 09/2017 – Chartered Retirement Plans SpecialistSM (CRPS[®])
- 01/2019 – Certified Plan Fiduciary Advisor (CPFA)
- 06/2019 – Certified Financial Planner[™], CFP[®]
- 06/2019 – Retirement Management Advisor[®] (RMA[®])
- 07/2020 – Certified Investment Management Analyst (CIMA[®])

Chartered Retirement Plans SpecialistSM (CRPS[®])

The CRPS[®] Program is specifically targeted at professionals who design, install, and maintain retirement plans for the business community. The CRPS[®] is awarded by the College for Financial Planning to individuals for successfully completing the program, passing the final examination and complying with the Code of Ethics, which includes agreeing to abide by the *Standards of Professional Conduct* and *Terms and Conditions*. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or discovered by the College. Continued use of the CRPS[®] designation is subject to ongoing renewal requirements. Every 2 years individuals must renew their right to continue using the CRPS[®] designation by: completing 16 hours of continuing education, reaffirming to abide by the *Standards of Professional Conduct, Terms and Conditions*, and self-disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct.

Certified Plan Fiduciary Advisor (CPFA)

The CPFA credential demonstrates an advisor's knowledge, expertise and commitment to working with retirement plans. Plan advisors who earn their CPFA demonstrate the expertise required to act as a plan fiduciary or help plan fiduciaries manage their roles and responsibilities. To earn the CPFA credential candidates must pass the CPFA examination. CPFA coursework covers four key areas: 1. ERISA Fiduciary Roles and Responsibilities, 2. ERISA Fiduciary Oversight, 3. ERISA Plan Investment Management, and 4. ERISA Plan Management. Once coursework is complete, the CPFA examination and standards are set by the National Association of Plan Advisors ("NAPA").

CERTIFIED FINANCIAL PLANNER™, CFP®

The CFP® certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP® Board's studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam and agreeing to be bound by the CFP® board's *Standard of Professional Conduct*. As a prerequisite, the individual must have a Bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full time financial planning experience (or equivalent measured at 2,000 hours per year). This designation requires 30 hours of continuing education every 2 years and renewing an agreement to be bound by the *Standards of Professional Conduct*.

RMA® - Retirement Management Advisor®

The RETIREMENT MANAGEMENT ADVISOR® (RMA®) is an advanced certification program that focuses on building custom retirement income plans to mitigate clients' risks and mastering the retirement planning advisory process. The RMA® designation is obtained by completing an advanced course of study, a comprehensive certification exam, and agreeing to be bound by the Investments & Wealth Institute's Code of Professional Responsibility. As a prerequisite, financial services professionals must have at least three years of relevant experience or acceptable designations (CIMA®, CPWA®, CFP®, CFA®, ChFC, RICP). This designation requires 20 hours of continuing education every year and renewal of an agreement to be bound by the Code of Professional Responsibility.

Certified Investment Management Analyst (CIMA®):

The CIMA® certification signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for investment management consulting. The designation is administered through The Investments & Wealth Institute ("IWI") formerly known as the Investment Management Consultants Association. Prerequisites for the CIMA® certification are 3 years of financial services experience and an acceptable regulatory history. To obtain the CIMA® certification, candidates must pass an online Qualification Examination, successfully complete a one-week classroom education program provided by a Registered Education Provider, pass an online Certification Examination, and have an acceptable regulatory history. CIMA® designees are required to adhere to IWI's *Code of Professional Responsibility, Standards of Practice, and Rules and Guidelines for Use of the Marks*. CIMA® designees must report 40 hours of continuing education credits, including 2 ethics hours, every 2 years to maintain the certification.

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to the evaluation of Mr. Nesbit.

Item 4: Other Business Activities

Mr. Nesbit does not have any outside business activities to report.

Item 5: Additional Compensation

Mr. Nesbit does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Michael Carson, Chief Compliance Officer of Hurlow Wealth Management Group, Inc., supervises and monitors Mr. Nesbit's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Carson if you have any questions about Mr. Nesbit's brochure supplement at (812) 333-4726.

**Form ADV Part 2B – Brochure Supplement
Item 1: Cover Page
February 2025**

Derek C. Grimmer



3925 Hagan Street, Suite 300
Bloomington, IN 47401
Phone: (812) 333-4726

70 East 91st Street, Suite 110
Indianapolis, IN 46240
Phone: (317) 550-1833

This brochure supplement provides information about Derek C. Grimmer that supplements our brochure. You should have received a copy of that brochure. Please contact Mike Carson, Chief Compliance Officer if you did not receive Hurlow Wealth Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Grimmer is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #7154422.

Item 2: Educational Background & Business Experience

Derek C. Grimmer
Year of Birth: 1997

Educational Background:

- 2019: Indiana University; B.S. Finance & Operations Management

Business Background:

- 07/2019 – Present Hurlow Wealth Management Group, Inc.;
Financial Planning Associate
- 10/2018 – 05/2019 Hurlow Wealth Management Group, Inc.;
Financial Planning Intern
- 05/2018 – 08/2018 Cardinal Health; Supply Chain Intern
- 05/2016 – 08/2016 Hurlow Wealth Management Group, Inc.;
Intern
- 08/2014 – 05/2019 Indiana University; Student

Exams, Licenses & Other Professional Designations:

- 08/2019 - Series 65
- 07/2021 - Certified Financial Planner™, CFP®
- 05/2022 - CPFA

CERTIFIED FINANCIAL PLANNER™, CFP®

The CFP® certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP® Board's studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam and agreeing to be bound by the CFP® board's *Standard of Professional Conduct*. As a prerequisite, the individual must have a Bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full time financial planning experience (or equivalent measured at 2,000 hours per year). This designation requires 30 hours of continuing education every 2 years and renewing an agreement to be bound by the *Standards of Professional Conduct*.

Certified Plan Fiduciary Advisor (CPFA)

The CPFA credential demonstrates an advisor's knowledge, expertise and commitment to working with retirement plans. Plan advisors who earn their CPFA demonstrate the expertise required to act as a plan fiduciary or help plan fiduciaries manage their roles and responsibilities. To earn the CPFA credential candidates must pass the CPFA examination. CPFA coursework covers four key areas: 1. ERISA Fiduciary Roles and Responsibilities, 2. ERISA Fiduciary Oversight, 3. ERISA Plan Investment Management, and 4. ERISA Plan Management. The CPFA examination and standards are set by the National Association of Plan Advisors ("NAPA"). Following completion of the CPFA examination, 10 hours of continuing education on ethics/professionalism topic(s) are required annually to maintain the certification. Failure to earn continuing education credits will result in plan advisors CPFA certification being suspended until the appropriate continuing education credits are completed.

within the following year (i.e., plan advisors have 24 months to catch up for the entire 24 months' worth of continuing education if they fall behind any time within that period).

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to the evaluation of Mr. Grimmer.

Item 4: Other Business Activities

Mr. Grimmer does not have any outside business activities to report.

Item 5: Additional Compensation

Mr. Grimmer does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Michael Carson, Chief Compliance Officer of Hurlow Wealth Management Group, Inc., supervises and monitors Mr. Grimmer's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Carson if you have any questions about Mr. Grimmer's brochure supplement at (812) 333-4726.

Item 1: Cover Page
Part 2B of Form ADV: Brochure Supplement
February 2025

Theresa Claire Kest



3925 Hagan Street, Suite 300
Bloomington, IN 4740
Phone: (812) 333-4726

This brochure supplement provides information about Ms. Kest that supplements our brochure. You should have received a copy of that brochure. Please contact Michael Carson if you did not receive Hurlow Wealth Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Ms. Kest is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #6217999.

Item 2: Educational Background & Business Experience

Theresa Claire Kest

Year of Birth: 1978

Educational Background:

- 2014: University of Connecticut; Bachelor of Arts; English

Business Background:

- 03/2021 – Present Hurlow Wealth Management; Financial Advisor
- 10/2017 – 03/2021 Jackson, Grant Investment Advisers, Inc.; Senior Associate

Exams, Licenses & Other Professional Designations:

- 08/2018: Series 65 Exam
- 03/2020: Certified Financial Planner™, CFP®
- 01/2021: Certified Financial Education Instructor
- 11/2022: Chartered Advisor in Philanthropy

CERTIFIED FINANCIAL PLANNER™, CFP®

The CFP® certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP® Board's studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam and agreeing to be bound by the CFP® board's *Standard of Professional Conduct*. As a prerequisite, the individual must have a Bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full time financial planning experience (or equivalent measured at 2,000 hours per year). This designation requires 30 hours of continuing education every 2 years and renewing an agreement to be bound by the *Standards of Professional Conduct*.

Chartered Advisor in Philanthropy (CAP®)

The CAP designation is offered by The American College of Financial Services. Candidates must be engaged in the following professional activities 3 of the 5 years immediately preceding their application: (1) Advising individuals or charitable organizations in wealth and estate planning, financial planning, charitable planning, charitable giving, planned giving, nonprofit or foundation management or services, investment management of charitable assets or accounting; or (2) Employed in the nonprofit sector in a capacity related to nonprofit management, development, planned giving or fundraising. To receive the CAP designation, candidates must successfully complete all courses in their selected program, meet experience requirements and ethics standards, and agree to comply with The American College of Financial Services' Code of Ethics and Procedures. The CAP designation is obtained by completing 3 graduate level courses (equivalent to 9 semester credit hours) and a proctored exam for each course. 15 hours of continuing education every 2 years is required to maintain this designation.

Item 3: Disciplinary Information¹

There are no legal or disciplinary events material to the evaluation of Ms. Kest.

Item 4: Other Business Activities

Ms. Kest does not have any outside business activities to report.

Item 5: Additional Compensation

Ms. Kest does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Michael Carson, Principal and Chief Compliance Officer of Hurlow Wealth Management Group, Inc., supervises and monitors Theresa Claire Kest's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Carson if you have any questions about Ms. Kest's brochure supplement at (812) 333-4726.

¹ Note: Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving the advisor to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of advisor to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

Item 1: Cover Page
Part 2B of Form ADV: Brochure Supplement
February 2025

Dawnetta Cooper



3925 Hagan Street, Suite 300
Bloomington, IN 4740
Phone: (812) 333-4726

This brochure supplement provides information about Ms. Cooper that supplements our brochure. You should have received a copy of that brochure. Please contact Michael Carson if you did not receive Hurlow Wealth Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Ms. Cooper is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #6806449.

Item 2: Educational Background & Business Experience

Dawnetta Cooper
Year of Birth: 1985

Educational Background:

- 2007: Evangel University; B.A. Intercultural Studies & Spanish Minor

Business Background:

- 05/2023 – Present Hurlow Wealth Management; Investment Adviser Representative
- 10/2021 – 05/2023 Charles Schwab & Co., Inc.; Associate Financial Consultant
- 05/2017 – 10/2021 Charles Schwab & Co., Inc.; Client Service Specialist
- 04/2015 – 12/2020 Red Door Church; Admin Support Specialist

Exams, Licenses & Other Professional Designations:

- 10/2021: Series 66 Examination
- 03/2021: Series 7 Examination
- 08/2020: Securities Industry Essentials Examination

Item 3: Disciplinary Information¹

There are no legal or disciplinary events material to the evaluation of Ms. Cooper.

Item 4: Other Business Activities

Ms. Cooper does not have any outside business activities to report.

Item 5: Additional Compensation

Ms. Cooper does not receive any other economic benefit for providing advisory services in addition to advisory fees.

¹ Note: Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving the advisor to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of advisor to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

Item 6: Supervision

Michael Carson, Principal and Chief Compliance Officer of Hurlow Wealth Management Group, Inc., supervises and monitors Dawnetta Cooper's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Carson if you have any questions about Ms. Cooper's brochure supplement at (812) 333-4726.

**Form ADV Part 2B – Brochure Supplement
Item 1: Cover Page
May 2025**

Eldon M. McCabe



3925 Hagan Street, Suite 300
Bloomington, IN 4740
Phone: (812) 333-4726

This brochure supplement provides information about Eldon M. McCabe that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Carson, Chief Compliance Officer if you did not receive Hurlow Wealth Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Mr. McCabe is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #7046434.

Item 2: Educational Background & Business Experience

Eldon M. McCabe

Year of Birth: 1999

Educational Background:

- 2021; Western Michigan University; BBA; Personal Financial Planning, Leadership & Business Strategy.
- 2023; Kansas State University; M.S. Personal Financial Planning

Business Background:

- 07/2023 – Present Hurlow Wealth Management Group, Inc.; Investment Adviser Representative
- 02/2021 – 06/2023 Sanford Center for Financial Planning and Wellness (WMU); Assistant Program Manager
- 05/2019 – 08/2019 Rose Street Advisors; Financial Services & Sales Intern
- 01/2019 – 02/2019 Northwestern Mutual; Financial Representative
- 04/2018 – 08/2018 West Shore Bank; Bank Teller

Exams, Licenses & Other Professional Designations:

- 07/2023 – Series 65
- 12/2023 – Accredited Financial Counselor (AFC®)
- 08/2024 – Certified Financial Planner™, CFP®
- 05/2025 – Certified Financial Therapist (CFT™)

CERTIFIED FINANCIAL PLANNER™, CFP®

The CFP® certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP® Board's studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam and agreeing to be bound by the CFP® board's *Standard of Professional Conduct*. As a prerequisite, the individual must have a Bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full time financial planning experience (or equivalent measured at 2,000 hours per year). This designation requires 30 hours of continuing education every 2 years and renewing an agreement to be bound by the *Standards of Professional Conduct*.

Certified Financial Therapist™ (CFT™):

Certified Financial Therapist (CFT™) professionals must complete a program approved by the Financial Therapy Association (FTA), which integrates financial planning with therapeutic competencies. To be eligible for the CFT™ designation, one must obtain one of the following: graduate-level degree or designation in financial planning, mental health, or a related field, as well as complete at least 500 hours of relevant experience. At least 250 hours must involve direct client interaction in financial planning, financial counseling, therapy or coaching. Candidates must also pass the Financial Therapy Certification Examination. Ongoing certification requires adherence to continuing education requirements focused on both financial and psychological disciplines, as well as compliance with the FTA's Code of Ethics and Standards of Practice. In order to maintain the credential, candidates must earn 20 CE credits every two-year cycle, including eight (8) credits in

Financial Therapy, six (6) credits in Finance, and six (6) credits in Mental Health. Two (2) of the 8 CE credits in Financial Therapy must be in FTA Ethics. The CFT™ designation signifies advanced knowledge in the emotional, behavioral, relational, and cognitive aspects of money, equipping professionals to help clients navigate the psychological roots of financial decision-making.

Item 3: Disciplinary Information

There are no legal or disciplinary events material to the evaluation of Mr. McCabe.

Item 4: Other Business Activities

Mr. McCabe Does not have any outside business activities to report.

Item 5: Additional Compensation

Mr. McCabe does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Michael Carson, Principal and Chief Compliance Officer of Hurlow Wealth Management Group, Inc., supervises and monitors Mr. McCabe's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Carson if you have any questions about Mr. McCabe's brochure supplement at (812) 333-4726.

**Form ADV Part 2B – Brochure Supplement
Item 1: Cover Page
September 2025**

Alexandros P. Kapsalis



3925 Hagan Street, Suite 300
Bloomington, IN 47401
Phone: (812) 333-4726

70 East 91st Street, Suite 110
Indianapolis, IN 46240
Phone: (317) 550-1833

This brochure supplement provides information about Alexandros P. Kapsalis that supplements our brochure. You should have received a copy of that brochure. Please contact Mike Carson, Chief Compliance Officer if you did not receive Hurlow Wealth Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Kapsalis is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #6536237.

Item 2: Educational Background & Business Experience

Alexandros P. Kapsalis

Year of Birth: 1991

Educational Background:

- 2014: University of Evansville; B.S. Business Administration

Business Background:

- 06/2025 – Present Hurlow Wealth Management Group, Inc.;
Associate Financial Advisor
- 08/2020 – 06/2025 Salesforce; Analyst
- 11/2015 – 08/2020 40|86 Advisors; Analyst
- 01/2015 – 11/2015 Fidelity; Financial Associate

Exams, Licenses & Other Professional Designations:

- 09/2025 - Series 65

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to the evaluation of Mr. Kapsalis.

Item 4: Other Business Activities

Mr. Kapsalis does not have any outside business activities to report.

Item 5: Additional Compensation

Mr. Kapsalis does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Michael Carson, Chief Compliance Officer of Hurlow Wealth Management Group, Inc., supervises and monitors Mr. Kapsalis' activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Carson if you have any questions about Mr. Kapsalis' brochure supplement at (812) 333-4726.