

**Bradley M. Kelley
Eide Bailly Advisors, LLC
4310 17th Ave S
Fargo, ND 58103
Phone: (701) 476-8759**

11/15/2022

**Form ADV Part 2B
Brochure Supplement**

This brochure supplement provides information about Bradley M. Kelley that supplements the Eide Bailly Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Jill Floden at (701) 239-8560 or (866) 740-4100 if you did not receive the Eide Bailly Advisors, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about these individuals is available on the SEC's website www.adviserinfo.sec.gov.

Name: Bradley M Kelley

Year of Birth: 1967

Educational Background: Moorhead State University: Business and Finance

Business Background and Affiliations:

- Eide Bailly Advisors, LLC: Chief Executive Officer, 06/09-present; Investment Advisor Representative, 12/03-present
- Eide Bailly Securities, LLC: Chief Executive Officer, 6/06-present; Registered Principal, 9/04-present
- Eide Bailly Agency, LLC: Insurance Agent, 1/05-present
- Eide Bailly Financial Services, LLC: Director of Financial Services, 11/03-present
- Eide Bailly LLP: Partner, Accounting Firm, 9/04-present
- United Planners Financial Services of America: Registered Principal, 10/15-present
- KBH North Shore Properties, LLC: Chief Manager/Shareholder, Real Estate, Rentals & Property Management, 9/16-present
- ABJ Investments, LLC: Shareholder, non-traditional investing, Phoenix, AZ, 09/2021
- Securities America, Inc: Registered Principal, 09/05-09/15

Disciplinary Information:

Bradley M Kelley (Brad) has disclosures. A global settlement by Securities America in 2011. Premium returned on a Variable Life policy rescinded in 1995.

Other Business Activities:

Brad is a Partner of Eide Bailly LLP and refers clients to services of Eide Bailly LLP. This is a potential conflict of interest since any payments earned could be in addition to advisory fees earned in the capacity as an investment advisor representative. Clients are never obligated to use services through Brad or Eide Bailly LLP and may select any company or professional. Regardless of the company/professional chosen, they will receive payments for services.

Brad is a registered representative of United Planners Financial Services of America. In this separate capacity sells securities products to clients and receives commissions and 12 (b)-1 fees (annual marketing or distribution fees) paid by mutual funds. Receiving 12(b)-1 fees represents an incentive to recommend certain products with higher fees rather than no fees or lower fees. This is a conflict of interest since any commissions earned could be in addition to advisory fees earned in his capacity as an investment advisor representative.

Mr. Kelley is also the Chief Executive Officer and a registered representative with Eide Bailly Securities, LLC, a limited use broker/dealer registered with FINRA and SIPC. No client accounts or new brokerage accounts are established with Eide Bailly Securities, LLC.

Clients are free to select any broker/dealer they wish to implement securities transactions and could receive comparable service from other sources at a lower cost. However, if clients select Bradley, he is required to use representative affiliate United Planners Financial

Services of America. Further, is restricted to only offering those products and services that have been reviewed and approved for offering to the public by United Planners Financial Services of America. Bradley only recommends product that are suitable for the client and appropriate to their objectives.

Bradley is also licensed as an insurance agent and sells insurance products to clients through Eide Bailly Agency, LLC or other insurance companies for commissions. This is a conflict of interest, since commissions earned could be in addition to advisory fees. Clients are never obligated to purchase insurance products through Bradley or Eide Bailly Agency, LLC, and may select any independent insurance agent/company to purchase insurance products. Regardless of the agent/company chosen, they will receive commissions from the sale.

Bradley spends the majority of the workweek leading Eide Bailly Financial Services, providing leadership to the Eide Bailly Financial Services team & clients via financial planning, asset management and insurance services. A small amount of time is also spent volunteering in the community outside of normal securities trading hours.

Additional Compensation:

Bradley does not receive any additional economic benefits or compensation such as, but not limited to, sales awards, other prizes and from any other source outside of Eide Bailly Advisors, LLC., wholly owned and operated by Eide Bailly LLP.

Supervision:

Jill Floden is the Chief Compliance Officer responsible for developing, monitoring and enforcing the firm's compliance and supervision program at Eide Bailly Advisors, LLC. Jill can be contacted at (701) 239-8560 or (866) 740-4100.