

**Jenna M. Johnson**  
**Eide Bailly Advisors, LLC**  
**401 N. 31<sup>st</sup> St.**  
**Billings, MT 59103**  
**406-896-2406**

**11/15/2022**

**Form ADV Part 2B**  
**Brochure Supplement**

This brochure supplement provides information about Jenna M Johnson 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 at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Name: Jenna M. Johnson**

**Year of Birth: 1986**

**Educational Background:**

North Dakota State University, Bachelor, University Studies; Business Management, 2012

**Professional Designations:**

- Retirement Income Certified Professional®  
The Retirement Income Certified Professional® (RICP®) designation is issued by the American College of Financial Services. It is a voluntary designation awarded to professionals who have completed the RICP® training program. RICPs help retirees and near-retirees to use the assets they have accumulated for retirement sustainably, identify and mitigate retirement risks, minimize tax burden, and help plan legacy goals. Anyone earning the RICP® designation must pass a comprehensive examination to test knowledge of retirement planning and income planning strategies. They must also adhere to the American College of Financial Services' Code of Ethics and complete 30 hours of continuing education every two years to renew the agreement to be bound by the Code of Ethics.

**Business Background and Affiliations:**

- Eide Bailly Advisors, LLC: Investment Advisory Representative, 12/19 – present
- Eide Bailly Agency, LLC: Insurance Agent, 12/19 – present
- Eide Bailly Financial Services, LLC: Financial Advisor, 12/19 – present
- United Planners Financial Services of America: Registered Representative, 12/19 – present
- YWCA: Volunteer, 02/2021 – present
- Diamond in the Ruff: Volunteer, 12/2019 – 05/2022
- College Smart: Contributor, 08/2019 – 12/2019
- Complete Investment Advisory LLC: Associate Advisor, 06/2019 – 8/2019
- Horace Mann Investors, Inc: Registered Representative, 03/2016 – 06/2018
- Shawn Rehm Agency, Inc. Licensed Producer, 08/2012 – 06/2018
- Horace Mann Companies 08/2012 – 06/2018

**Disciplinary Information:**

Jenna Johnson has no disciplinary history required to be disclosed by the U.S. Securities and Exchange Commission or state regulatory authorities.

**Other Business Activities:**

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

Clients are free to select any broker/dealer they wish to implement securities transactions and could receive comparable service from other sources at lower cost. However, if clients select Jenna to implement securities transactions, we are required to use United Planners Financial Services of America because of affiliation as a registered representative. 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 and for which the broker/dealer has obtained a selling agreement. Jenna only recommends mutual funds and other investment products to clients if they are suitable for the client and appropriate to fulfill client's objectives.

Jenna is also licensed as an insurance agent and sells insurances products to clients through Eide Bailly Agency, LLC or through insurance companies and receives commissions when doing so. This is a potential conflict of interest, since commissions earned could be in addition to advisory fees earned in the capacity as an investment advisor representative. Clients are never obligated or required to purchase insurance products from or through Jenna or Eide Bailly Agency, LLC, and may select any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Jenna spends the majority of her workweek providing financial planning, asset management, and insurance services to clients. A small amount of time is also spent volunteering in the community outside of normal securities trading hours.

**Additional Compensation:**

Jenna 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.