

**Daren L. Pladson
Eide Bailly Advisors, LLC
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Phone: (701) 476-8767**

11/15/2022

**Form ADV Part 2B
Brochure Supplement**

This brochure supplement provides information about Daren L. Pladson 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: Daren L. Pladson

Year of Birth: 1966

Educational Background: North Dakota State University, B.S. Business Administration, 1990

Professional Designation: Certified Investment Management Analyst (CIMA®)

This designation is administered through Investments and Wealth Institute (IWI). CIMA® signifies that an individual has met initial and on-going experience, ethical, education and examination requirements for investment management consulting, including advanced investment management theory and application. Candidates are required to have 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 at an AACSB (Association to Advance Collegiate Schools of Business) accredited university business school and pass an online certification examination. 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. Designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain certification.

Business Background and Affiliations:

- Eide Bailly, LLP: Principal, 5/22-Present
- Eide Bailly Advisors, LLC: Investment Advisory Representative, 1/07-Present
- Eide Bailly Agency, LLC: Insurance Agent, 1/07-Present
- Eide Bailly Financial Services, LLC: Financial Advisor 1/07-Present, Principal, 5/22-Present
- United Planners Financial Services of America: Registered Representative-Present
- Securities America, Inc: Registered Representative, 01/07-09/15
- Football Official for Are College and High School Games, 1/93-11/18
- Merrill Lynch, Pierce, Fenner & Smith Inc: Investment Advisor Rep, 4/05-12/06
- RBC Dain Rauscher Inc: Financial Consultant, 01/01-4/05

Disciplinary Information:

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

Other Business Activities: Daren L. Pladson

Daren is a registered representative of United Planners Financial Services of America. In this separate capacity sells clients products to receive 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.

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 Daren, 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. Daren only recommends product that are suitable for the client and appropriate to their objectives.

Daren 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 potential conflict of interest, since commissions earned could be in addition to advisory fees. Clients are never obligated to purchase insurance products through Daren 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.

Daren spends the majority of the workweek providing financial planning, asset management, and insurance services to clients. He also spends a small amount of time volunteering in the community outside of normal securities trading hours.

Additional Compensation:

Daren 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.