

Jonathan Herbruck



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This Brochure Supplement provides information about Jonathan Herbruck, Independent Investment Advisor Representative, which supplements the Valmark Advisers, Inc. (“Valmark”) Form ADV Part 2A Brochure. Please inform Jonathan Herbruck at the contact information listed above if you did not receive Valmark’s Form ADV Part 2A Brochure or if you have any questions about the contents of this supplement. Additional information about Valmark and Jonathan Herbruck is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) and FINRA’s website at [www.finra.org/brokercheck](http://www.finra.org/brokercheck).

### **Educational Background and Business Experience**

Jonathan Herbruck

Date of Birth: 11/1/1962

#### Education:

- BA Edinboro University Business

#### Examinations and Professional Designations:

- CFP®
- Series 7 – General Securities Representative
- Series 63 – Uniform Securities Agent State Law Exam

#### Business Experience: [Title – Company – Date]

- Career Agent and Registered Representative, New England Financial 1989 – 1999
- Herbruck Alder & Company 1999 – 2001
- Insurance Broker, Executive Insurance Agency 1999 – Present
- Registered Representative, ValMark Securities, Inc. 1999 – Present
- Investment Advisor Representative, ValMark Advisers, Inc. 1999 – Present
- Owner, Concord Advisors 2002 – 04/2018
- Owner, Grand River Capital, LLC 04/2018 - Present

### **CFP® – CERTIFIED FINANCIAL PLANNER™**

The CFP® designation is offered and recognized by the Certified Financial Planning Board of Standards, Inc. Candidates must have a bachelor’s degree (or higher) from an accredited college or university and at least 3 years of full-time personal financial planning experience. Certificant holders must complete a

CFP®-board registered program or hold one of the following designations; CPA, ChFC®, CLU®, CFA®, Ph.D. in business or economics, Doctor of Business Administration, or an Attorney's License. Certificants must also successfully pass a 2-day comprehensive examination and complete 30 hours of continuing education credits every 2 years.

### **Disciplinary Information**

Registered Investment Advisers are required to disclose material facts regarding any investment related legal or disciplinary events, including issues involving criminal or civil actions, findings resulting from administrative proceeding before the SEC, a self-regulatory body or any other federal or state regulatory authority that would be material to your evaluation of each supervised person providing investment advice.

Jonathan Herbruck has no disciplinary record that would impact a client's evaluation of the practice.

### **Other Business Activities**

Jonathan Herbruck is a Registered Representative of Valmark Securities, Inc., a broker dealer under common ownership and management of Valmark Advisers, Inc.

Jonathan Herbruck is also an insurance agent affiliated with Executive Insurance Agency, Inc., an agency under common ownership and management of Valmark Advisers, Inc.

Jonathan Herbruck is an owner of Grand River Capital, LLC.

### **Additional Compensation**

As a Registered Representative of an affiliated broker dealer, Valmark Securities, Inc., Jonathan Herbruck is eligible to receive normal commissions associated with securities sales.

Jonathan Herbruck is also eligible to receive insurance commissions surrounding the sales of insurance products sold through the affiliated insurance agency, Executive Insurance Agency, Inc.

### **Supervision**

Jonathan Herbruck is an independent investment advisor representative. However, before accepting and implementing investment strategies recommended, supervisory principals at the Valmark home office review and approve of the investment strategies. Accounts are reviewed periodically, usually at least annually by the independent advisor. The home office compliance team also periodically reviews accounts and strategies. These initial and ongoing reviews are under the direction of OSJ Principal Chris Finefrock who may be reached at 330-576-1234 to discuss questions or concerns in connection with the internal compliance program.