



**PART 2B OF FORM ADV:
BROCHURE SUPPLEMENT**

John E. Hance

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SUPERVISION

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This Brochure Supplement provides information about John E. Hance that is an accompaniment to the Disclosure Brochure for our firm, Cambridge Investment Research Advisors, Inc (CIRA). You should have received both of these together as a complete disclosure packet. If you did not receive our Disclosure Brochure or if you have questions about this Brochure Supplement for John E. Hance, you are welcome to contact us through the information listed to the left.

Additional information about John E. Hance is available on the SEC website at www.adviserinfo.sec.gov. Please be aware that not all states require registration and therefore your Advisor may not show up on the SEC website.

John E. Hance

CLU®, CFP®, ChFC®

CRD#: 2091238
Year of Birth: 1965

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Education

University of Minnesota, BS - Economics, 1989

Bemidji State University, AA - General Studies, 1986

Business Background

IA Rep, Cambridge Investment Research Advisors, Inc,
June 2009 To Present

Reg Rep, Cambridge Investment Research, Inc,
June 2009 To Present

Agent, Guardian Life Insurance Company,
May 1990 To Present

PROFESSIONAL DESIGNATIONS

Your Advisor has achieved the designations below. If you would like additional information you may discuss with your advisor or visit the issuing entities website.

CFP®-Certified Financial Planner

Individuals certified by CFP® Board have taken the step to demonstrate their professionalism by voluntarily submitting to the CFP® certification process that includes thorough education, examination, experience and ethical requirements. The CFP® is issued by the Certified Financial Planner Board of Standards, Inc. Pre-requisites require a designee to hold a Bachelor's degree (or higher) from an accredited college or university as well as three years of full-time personal financial planning experience. The designee is then required to 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 Attorney's License. The designee is then required to complete the CFP® certification examination. In addition, the designee is required to complete 30 hours of continuing education every two years.

ChFC®-Chartered Financial Consultant

Those with the ChFC® designation have been prepared to meet the advanced financial planning needs of individuals, professionals and small business owners. The ChFC® is issued by The American College. The American College is accredited by the Commission on Higher Education of the Middle States Association of Colleges and Schools. The ChFC® is issued to professionals who have three years of full-time business experience with in the five years preceding the awarding of the designation. The designee is then required to complete nine (9) required and three (3) elective college-level courses from The American College. The required course of study includes insurance and financial planning, income taxation, planning for retirement needs, investments, and estate planning. The average study time to earn the ChFC® exceeds 450 hours. Designees must then pass a series of written examinations as well as attest and adhere to the The American College's Code of Ethics. In addition, the designee is required to complete 30 hours of continuing education every two years through The American College.

CLU®-Chartered Life Underwriter

CLU® stands for Chartered Life Underwriter and is awarded by The American College. The course of study involved in this designation provides in-depth knowledge on the insurance needs of individuals, business owners and professional clients.

The CLU® curriculum focuses on the role of planning for insurance needs. Pre-requisites require the designee to have three (3) years of full-time business experience within the five (5) years preceding the awarding of the designation. Designees must complete eight (8) or more college-level courses, five (5) required and three (3) electives, representing an average study time of 400 hours. Topics for required courses include insurance and financial planning, life insurance law, estate planning, and planning for business owners and professionals. Elective courses include advanced topics such as income taxes, group benefits, retirement planning, and health insurance. Designees are required to complete 30 hours of continuing education every two (2) years.

DISCIPLINARY INFORMATION

John E. Hance has no legal or disciplinary events to report.

OTHER BUSINESS ACTIVITIES

In addition to serving as your investment advisory representative John E. Hance is engaged in the following business activities:

Board Member of any Organization - Missions Inc.

Boy Scouts - Boy Scouts of America

Insurance Agent/Sales - Guardian Life Insurance Company of America

Insurance Agent/Sales - Hance Financial LLC

Real Estate Sales/Mortgage Origination/Mortgage Broker - Borkin Realty

There are certain business activities in which an investment advisor representative may engage that present potential conflicts of interest. If applicable, additional disclosure relevant to your Advisor's outside business activities are outlined below. Please note that these are potential conflicts of interest and it is your Advisor's fiduciary duty to act in your best interest. If you have any questions about the disclosures please ask your Advisor as this is an opportunity to better understand your relationship and your Advisor's activities.

Your advisor is also a registered representative with Cambridge Investment Research, Inc., ("Cambridge") a registered securities broker/dealer, member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investors Protection Corporation (SIPC). When acting as a registered representative of Cambridge, your advisor may sell, for commissions, general securities products such as stocks, bonds, mutual funds, exchange-traded funds, and variable annuity and variable life products to advisory clients. Clients are not obliged to purchase or sell securities through Cambridge or their Advisor. However, if you choose to establish an account with your Advisor, it is important to understand that due to regulatory constraints, your Advisor must place all purchases and sales of securities products in commission-based accounts through Cambridge or other institutions approved by Cambridge.

The receipt of commissions may create an incentive for your Advisor to recommend those products for which they will receive a commission. Consequently, the objectivity of the advice rendered to clients could be biased. Your Advisor controls for this potential conflict of interest by discussing with clients their specific needs, the benefits and negatives of establishing a fee-based account through CIRA versus establishing a commission-based account through Cambridge Investment Research, Inc. and also the compensation arrangements under the different scenarios.

Your Advisor may receive 12b-1 fees from certain mutual fund companies as outlined in the fund's prospectus. 12b-1 fees are considered distribution or marketing fees and come from fund assets and indirectly from client assets through fund expenses. There are numerous reasons why your Advisor may recommend a certain mutual fund but it is possible the receipt of such fees represents an incentive for your Advisor to recommend funds with 12b-1 fees over funds that have no fees or lower fees. 12b-1 fees can be earned in fee-based accounts managed by CIRA if 12b-1 fee paying mutual funds are held in the managed account. In such a situation, your Advisor will discuss the selection of a 12b-1 or other trail paying mutual funds. CIRA and your Advisor may lower or offset the management fee by the amount of 12b-1 fees and other commissions received in the event such types of compensation are received. CIRA does not require this fee offset for ERISA and other qualified accounts.

Your Advisor is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, your Advisor will receive commissions for selling insurance and annuity products. Clients may choose any independent insurance agent and insurance company to purchase insurance products and are not obligated to purchase insurance products through your Advisor. Regardless of the insurance agent selected, the insurance agent or agency may receive normal commissions from the sale. The receipt of compensation and other potential incentive benefits creates an incentive to recommend products to clients. At the time of any recommendations your Advisor will discuss the products, your needs and any compensation arrangements.

Your Advisor is a real estate agent and/or mortgage loan originator. In this separate capacity, your Advisor may earn commissions for real estate transactions or real estate loans to the extent that an advisory client may use a portion of their proceeds from the sale of their real estate to fund their securities account(s), a potential conflict of interest exists. The conflict is present in that your Advisor has an incentive to recommend the proceeds be placed in a securities account in which they are the registered representative or advisor on the account, thus increasing their compensation. Due to risks of investing liquefied home equity or using portions of a loan on the client's real estate, a client may not use this as a source of funds when investing with CIRA. Clients are not obligated to use the mortgage or real estate services provided by your Advisor.

ADDITIONAL COMPENSATION

In addition to the description of other business activities outlined above, your Advisor may receive additional benefits from CIRA when assets are held through investment management platforms offered by CIRA, which may include CIRA's CAAP program (also described in CIRA's Disclosure Brochure). The benefits received are in addition to the advisory fees received by your Advisor for serving as the investment advisor representative to the client's account. These benefits include but are not limited to discounts on performance reporting software and participation in conferences.

Certain product sponsors may provide your Advisor with economic benefits as a result of your Advisor's recommendation or sale of the product sponsors' investments. The economic benefits received can include but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist your Advisor in providing various services to clients. These economic benefits may be received directly by your Advisor or indirectly through CIRA and/or Cambridge Investment Research, Inc. who have entered into specific arrangements with product sponsors. These economic benefits could influence your advisor to recommend certain products/programs over others. Please review the CIRA and Cambridge Revenue Sharing Disclosure located at www.cir2.com for further information. It is also available upon request.

Your Advisor's investment advisory activities are supervised by Megan Loftin. Megan Loftin monitors the recommendations provided by your Advisor and any transactions that are executed in your advisory accounts. Supervision is conducted through electronic reporting as well as personal communications and visits with your Advisor.