

# Form ADV Part 2B – Brochure Supplement

for

**Jeremy P. Keil, Financial  
Advisor**

**RICP<sup>®</sup>, CLU<sup>®</sup>, CLTC<sup>®</sup>, FIC, ChFC<sup>®</sup>, CFA<sup>®</sup>, CFP<sup>®</sup>, CIMA<sup>®</sup>**

**Keil Financial Partners**

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**Effective: September 29, 2023**

This Form ADV 2B (“Brochure Supplement”) provides information about your Thrivent Advisor Network, LLC Advisory Person (“Advisory Person”), Jeremy P. Keil (CRD# 4673347), that supplements the Thrivent Advisor Network, LLC (“TAN” or the “Advisor”, CRD# 304569) disclosure brochure that you should have received a copy of regarding TAN’s advisory services. If you have not received a copy of TAN’s disclosure brochure(s) or if you have any questions about the contents of this Brochure Supplement, please contact Keil Financial Partners at (262) 333-8353.

Additional information about Mr. Keil is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

TAN Advisory Persons provide advisory services under a “doing business as” name or may have their own legal business entities. However, advisory services are engaged exclusively through TAN, a registered investment adviser.

**Thrivent Advisor Network, LLC**  
600 Portland Avenue South, Suite 100, Minneapolis, MN 55415  
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<http://thriventadvisornetwork.com>

## Item 2 – Educational Background and Business Experience

Jeremy P. Keil, born in 1980, is dedicated to advising Clients of TAN as a Financial Advisor of Keil Financial Partners. Mr. Keil earned a Bachelor of Arts in Physics from McDaniel College in 2002. Additional information regarding Mr. Keil's employment history is included below.

### Employment History:

Financial Advisor, Thrivent Advisor Network, LLC	09/2019 to Present
Adjunct Professor, School of Business and Legal Studies, Concordia University Wisconsin	01/2010 to Present
Financial Associate, Thrivent Financial for Lutherans	07/2003 to 09/2019
Investment Advisor Representative and Registered Representative, Thrivent Investment Management, Inc.	06/2003 to 09/2019
Adjunct Professor, Wisconsin Lutheran College	10/2014 to 12/2016

### CERTIFIED FINANCIAL PLANNER™ Professional

I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and I may use these and CFP Board's other certification marks (the "CFP Board Certification Marks"). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at <https://www.cfp.net/>.

CFP® professionals have met CFP Board's high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor's degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials. CFP Board implemented the bachelor's degree or higher requirement in 2007 and the financial planning development capstone course requirement in March 2012. Therefore, a CFP® professional who first became certified before those dates may not have earned a bachelor's or higher degree or completed a financial planning development capstone course.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual's ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the *Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement* and agree to be bound by CFP Board's *Code of Ethics and Standards of Conduct ("Code and Standards")*, which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board's *Code and Standards*. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the *Code and Standards*.

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### Retirement Income Certified Professional® (“RICP®”)

The RICP® designation teaches advisers techniques and best practices used to create sustainable streams of retirement income. The education covers retirement income planning, maximizing Social Security and other income sources, minimizing risks to the plan, and managing portfolios during the asset distribution phase. The designation includes three required, college-level courses that represent a total average study time of more than 150 hours. RICP® designees must meet experience, continuing education and ethics requirements. The credential is awarded by The American College, a non-profit educator with an 85-year heritage and the highest form of academic accreditation.

### The Chartered Life Underwriter (“CLU®”)

The Chartered Life Underwriter® (CLU®) is a designation of insurance expertise, helping gain a significant advantage in a competitive market. This course of study helps by providing in-depth knowledge on the insurance needs of individuals, business owners and professional clients.

Program Learning Objectives:

- Provide guidance to clients on types and amounts of life insurance needed
- Make recommendations on aspects of risk management, including personal and business uses of a variety of insurance solutions
- Provide guidance to clients on legal aspects of life insurance contracts and beneficiaries
- Assist clients in making decisions about estate planning, including proper holding of assets and title to assets, as well as the implications of various wills and trust arrangements on financial, retirement and succession planning issues
- Provide a holistic and comprehensive approach to addressing the insurance planning needs of their clients

### Certified Long-Term Care (“CLTC®”)

The CLTC, Certified in Long-Term Care designation is a long-term care planning designation granted by the Corporation for Long-term Care Certification to individuals who satisfy educational, work experience and ethics requirements. Recipients of the CLTC have completed a rigorous multidisciplinary course and examination, that focuses on long-term care. To maintain this designation, the CLTC must satisfy continuing education requirements and adhere to the CLTC Code of Professional Responsibility.

### Fraternal Insurance Counselor (FIC)

Designation granted by the Fraternal Field Managers Association (FFMA). The designation is awarded after completion of courses on fraternal benefit societies, ethics and fundamentals of life insurance and estate planning for individuals, families and businesses. An individual is required to work for a minimum of 12 consecutive months with a fraternal benefit society that is a member of the American Fraternal Alliance and the FFMA.

### Chartered Financial Consultant® (ChFC®)

The Chartered Financial Consultant® (ChFC®) program prepares you to meet the advanced financial planning needs of individuals, professionals, and small business owners. You will gain a sustainable advantage in this competitive field with in-depth coverage of the key financial planning disciplines, including insurance, income taxation, retirement planning, investments, and estate planning. The ChFC® requires three years of full-time, relevant business experience, nine two-hour course specific proctored exams, and 30 hours of continuing education every two years. Holders of the ChFC® designation must adhere to The American College’s Code of Ethics.

Program Objectives:

- Function as an ethical, competent, and articulate practitioner in the field of financial planning
- Utilize the intellectual tools and framework needed to maintain relevant and current financial planning knowledge and strategies.
- Apply financial planning theory and techniques through the development of case studies and solutions.
- Apply in-depth knowledge in a holistic manner from a variety of disciplines; namely, estate planning, retirement planning or non-qualified deferred compensation.

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Chartered Financial Analyst (“CFA®”) The Chartered Financial Analyst (“CFA®”) charter is a professional designation established in 1962 and awarded by CFA® Institute. To earn the CFA® charter, candidates must pass three sequential, six-hour examinations over two to four years. The three levels of the CFA® Program test a wide range of investment topics, including ethical and professional standards, fixed-income analysis, alternative and derivative investments, and portfolio management and wealth planning. In addition, CFA® charter holders must have at least four years of acceptable professional experience in the investment decision-making process and must commit to abide by, and annually reaffirm, their adherence to the CFA® Institute Code of Ethics and Standards of Professional Conduct. CFA® is a trademark owned by CFA® Institute.

#### Certified Investment Management Analyst<sup>SM</sup> (CIMA®)

The CIMA certification signifies that an individual has met initial and ongoing experience, ethical, education, and examination requirements for investment management consulting, including advanced investment management theory and application. To earn CIMA certification, candidates must: submit an application, pass a background check and have an acceptable regulatory history; pass an online Qualification Examination; complete an in person or online executive education program at an AACSB accredited university business school; pass an online Certification Examination; and have an acceptable regulatory history as evidenced by FINRA Form U-4 or other regulatory requirements and have three years of financial services experience at the time of certification.

CIMA certificates must adhere to IMCA’s Code of Professional Responsibility, Standards of Practice, and Rules and Guidelines for Use of the Marks. CIMA designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification. The designation is administered through Investment Management Consultants Association (IMCA).

### **Item 3 – Disciplinary Information**

I have no legal or disciplinary events required to be disclosed in response to this item.

However, you are encouraged to independently view the background of Mr. Keil on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with their full name or their Individual CRD# 4673347).

### **Item 4 – Other Business Activities**

#### Insurance Agency Affiliations

Mr. Keil is also a licensed insurance producer. Implementations of insurance recommendations are separate and apart from Mr. Keil’s role with TAN. As an insurance producer, Mr. Keil will receive insurance commissions and other related revenues from affiliated and unaffiliated insurance companies whose products are sold, which presents a conflict of interest because Mr. Keil has an incentive to recommend insurance products to clients based on commissions to be received, rather than based on clients’ particular need. Mr. Keil is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. Clients are under no obligation to implement any recommendations made by Mr. Keil. Mr. Keil spends approximately 10% of his time per month in this capacity.

### **Item 5 – Additional Compensation**

Mr. Keil has additional business activities where compensation is received that are detailed in Item 4 above.

Advisory Persons may, from time to time, receive additional compensation or other economic benefits, such as, sales awards (cash and non-cash), recruiting and training support services, expense reimbursement, software, bonuses or non-cash compensation (e.g., attend sales conferences and other recognition events) for providing investment advisory products or services.

Advisory Persons may be eligible to receive compensation for referring individuals who become Advisory

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Persons of TAN. The compensation paid to the referring Advisory Persons is based on the referred individuals becoming Advisory Persons of TAN and revenue from investment advisory fees earned by them.

Thrivent Financial for Lutherans may provide a cash bonus or other economic benefit to Advisory Persons based on the number of new clients that purchase certain eligible products and services, including advisory products and services. This additional compensation is based on the number of Mr. Keil 's new clients who become members of Thrivent Financial for Lutherans because the clients bought a membership-eligible product, retention of assets, and/or their sales volume of specific products and services.

Advisory Persons may receive non-cash compensation from an unaffiliated third-party (i.e., professional service provider) for client referrals. The non-cash compensation arrangement is a mutual understanding of a cross-referral relationship between a financial advisor and an unaffiliated third-party.

Thrivent Trust Company pays Advisory Persons a fee for referring clients to them for professional personal trust, estate and investment management services except when the Advisory Person provides advisory services to the referred client's assets.

Advisory Persons who facilitate gifts to Thrivent Charitable Impact & Investing® (Thrivent Charitable) may be eligible to receive non-cash compensation (e.g., public recognition and funding to co-host an event). Receipt of non-cash compensation is based on the specific threshold of gifts facilitated during the year and/or the Advisory Person's career with TAN. Thrivent Charitable is not affiliated with TAN and Advisory Persons.

Thrivent Distributors, LLC pays Advisory Persons for his or her work in bringing donor gifts to Thrivent Charitable to the extent these donor gifts are invested in Thrivent Mutual Funds.

## **Item 6 – Supervision**

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Mr. Keil serves as a Financial Advisor of Keil Financial Partners a d/b/a of TAN and is supervised by David Belotte, the Chief Compliance Officer. Mr. Belotte can be reached at (612) 844-8444.

TAN has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of TAN. TAN has developed policies and procedures to supervise its investment advisory programs and services. This includes, among other things, the initial and ongoing review of certain types of account activity, or lack thereof, the types of securities being purchased or sold, the share class of mutual fund holdings, the account holdings relative to clients' financial status and investment objectives and monitoring of recommendations to clients.