



ADV PART 2B BROCHURE

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This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of [NAME OF ADVISOR] (CRD #). The information in this brochure supplements the Part 2A brochure of Apella Capital, LLC d/b/a Apella Wealth (hereinafter “Apella” or “firm”), which you should have received a copy of. Please contact our Chief Compliance Officer at (860) 785-2260 or trichards@apellawealth.com if you did not receive Apella’s Part 2A brochure or have any questions about the contents of this supplement. Additional information about Eric Rabbanian is available on the SEC’s website at www.adviserinfo.sec.gov.

ITEM 2 – EDUCATIONAL BACKGROUND & BUSINESS EXPERIENCE

ERIC RABBANIAN

- CRD #: 4444770
- YEAR OF BIRTH: 1967

EDUCATIONAL BACKGROUND:

- 1993; University of Texas School of Law; Doctor of Jurisprudence
- 1993; University of Texas Graduate School; MBA
- 1988; University of Texas; BS in Mathematics

BUSINESS BACKGROUND:

- 2025- present; Apella; Partner, Senior Financial Advisor
- 2000- 2025; Rabbanian Financial Planning, Inc.; Financial Planning/ Principal
- 2018- Present; Yale School of Management CIMA Program; Program Instructor
- 2006-2009; University of Texas Financial Planner Cert. Program; Director/Advisor
- 2003-2009; University of Texas Financial Planner Cert. Program Courses Taught: Investments, Time Value of Money; Instructor
- 1995-1999; Self-employed real estate ventures; Investments Manager
- 1994-1999; Self-employed; Attorney at Law
- 1993-1994; Intel Corporation; Commodity Manager

PROFESSIONAL DESIGNATIONS:

- CERTIFIED FINANCIAL PLANNER® (CFP®)
- CERTIFIED INVESTMENT MANAGEMENT ANALYST® (CIMA®)
- CERTIFIED PRIVATE WEALTH ADVISOR (CPWA®)

CERTIFIED FINANCIAL PLANNER (“CFP®”) DESIGNATION MINIMUM QUALIFICATIONS

I am certified for financial planning services in the United States by the 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 the 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 www.CFP.net.

CFP® professionals have met the 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 the 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 requirements 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 the CFP Board's Code and Standards. This includes a commitment to the 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 hours must address the Code and Standards.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

- Comply with all laws and regulations, particularly as they relate to professional and business activities.

Individuals who receive the ChFC® designation and wish to continue to use the designation need to complete 30 hours of continuing education every two years to maintain competence and keep up with developments in the financial planning field.

CERTIFIED INVESTMENT MANAGEMENT ANALYST® ("CIMA®") DESIGNATION MINIMUM QUALIFICATIONS

The CIMA® certification signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for investment management consulting. The designation is administered through the Investment Management Consultants Association ("IMCA"). Prerequisites for the CIMA® certification are three (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, pass an online Certification Examination, and have an acceptable regulatory history. CIMA® designees are required to 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 (2) ethics hours, every two (2) years to maintain the certification.

CERTIFIED PRIVATE WEALTH ADVISOR ("CPWA®")

Individuals who hold the CPWA® designation have met the required prerequisites for education/licensing and experience and then have completed a multi-step course of study focused on the life cycle of wealth for high net-worth clients. Finally, individuals must pass a comprehensive exam on the subject matter. All designees are required to adhere to the IMCA Code of Professional Responsibility, reaffirming compliance to the code, as well as completing 40 hours of continuing education, which includes two hours of ethics, every two years.

ITEM 4: OTHER BUSINESS ACTIVITIES

In addition to their role with Apella, Eric Rabbanian is engaged in the following outside business activities:

Eric Rabbanian also sometimes teaches financial planning or investment related courses, having served as an instructor and co-director of the University of Texas Financial Planning Certificate Program and currently serving as Program Instructor at the Yale School of Management Certified Investment Management Analyst Program®.

The compensation and the amount of time applied to either of these activities are expected to represent less than 25 percent of Eric's time and income.

Eric Rabbanian owns residential rental properties. These properties may generate positive cash flow. The time commitment required to manage these investments is minimal and does not interfere with his responsibilities to advisory clients. This activity is conducted in a personal capacity and is not related to the advisory services offered through Apella.

ITEM 5: ADDITIONAL COMPENSATION

Eric Rabbanian does not receive any economic benefit outside of the salaries and bonuses described in Item 4 of this brochure or on Form ADV Part 2A Items 10 and 12.

ITEM 6: SUPERVISION

Eric Rabbanian is supervised by Evelyn Zohlen, the Regional Director. The Regional Director is responsible for overseeing the day-to-day advisory activities conducted by Eric Rabbanian. The Regional Director conducts periodic reviews of the IAR's advisory work to ensure it is consistent with applicable regulatory requirements and the firm's compliance program. Evelyn Zohlen can be reached at 714-971-0663.

Ultimate supervisory authority and responsibility for compliance matters rest with the firm's Chief Compliance Officer (CCO), Timothy Richards, who monitors the overall effectiveness of the firm's supervisory structure. The CCO may review the IAR's activities as part of the firm's broader compliance testing program, including reviews of client files, trade activity, and communications, as warranted.