ITEM 1 - COVER PAGE

ADV PART 2B BROCHURE

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This Form ADV 2B ("Brochure Supplement") provides information about the background and qualifications of Seth Hoffman (CRD #4644285). 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 get in touch with 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 Seth Hoffman is available on the SEC's website at www.adviserinfo.sec.gov.

ITEM 2 – EDUCATIONAL BACKGROUND & BUSINESS EXPERIENCE

SETH HOFFMAN

- CRD #: 4644285
- YEAR OF BIRTH: 1967

EDUCATIONAL BACKGROUND:

- 1996: American Graduate School of International Management; MBA
- 1990: Vassar College; BA

BUSINESS BACKGROUND:

- 2025 – Present: Apella; Wealth Advisor
- 2003 – 2025: American Investment Services, Inc.; Executive Vice President

ITEM 3: DISCIPLINARY INFORMATION

Registered investment advisers must disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

Seth Hoffman has no history of any legal or disciplinary events deemed material to a client's consideration of Seth Hoffman to act as their investment adviser representative. FINRA's BrokerCheck® system and the Investment Adviser Public Disclosure system provides additional information regarding the registration and disciplinary history of Seth Hoffman. Please visit FINRA's BrokerCheck® system at https://brokercheck.finra.org or the IAPD system at www.adviserinfo.sec.gov for additional information.

ITEM 4: OTHER BUSINESS ACTIVITIES

Seth Hoffman does not engage in any other investment-related business or occupation outside of their role with Fiduciary Financial Advisors. This means the supervised person devotes their full professional time to providing advisory services through Fiduciary Financial Advisors and has no other business interests, affiliations, or roles that could create a potential conflict of interest.

ITEM 5: ADDITIONAL COMPENSATION

Seth Hoffman 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

Seth Hoffman is supervised by Jason Gentile, the Regional Director. The Regional Director is responsible for overseeing the day-to-day advisory activities conducted by Seth Hoffman. 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.

Ultimate supervisory authority and responsibility for compliance matters rests 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 Jason Gentile can be reached at 860-785-2260.