

# **Form ADV Part 2B – Brochure Supplement**

**for**

**Keith R. Berg, CFP®, FIC®  
Wealth Advisor**

**North Oaks Financial Group**  
200 Village Center Dr Ste 200, North Oaks, MN 55127  
(651) 635-0500 | [www.northoaksfinancial.com](http://www.northoaksfinancial.com)

**Effective: June 3, 2020**

This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of Keith R. Berg (CRD# 6966261) in addition to the information contained in the Thrivent Advisor Network, LLC (“TAN” or the “Advisor”, CRD# 304569) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the TAN Disclosure Brochure or this Brochure Supplement, please contact us at (612) 844-8444.

Additional information about Mr. Berg is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 6966261.

**Thrivent Advisor Network, LLC**  
625 Fourth Avenue S., Minneapolis, MN 55415  
Phone: (612) 844-8444  
<http://thriventadvisornetwork.com>

## Item 2 – Educational Background and Business Experience

Keith R. Berg, born in 1977, is dedicated to advising Clients of TAN as a Wealth Advisor. Mr. Berg earned a Bachelors in Liberal Arts from Luther College in 2000. Additional information regarding Mr. Berg's employment history is included below.

### Employment History:

Wealth Advisor, Thrivent Advisor Network, LLC	06/2020 to Present
Registered Representative, Purshe Kaplan Sterling Investments, Inc.	06/2020 to Present
Wealth Advisor, Thrivent Financial for Lutherans	07/2002 to 06/2020
Registered Representative, Thrivent Investment Management Inc.	07/2002 to 06/2020

### Certified Financial Planner™ (“CFP®”)

The Certified Financial Planner™, CFP®, and federally registered CFP® (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner™ Board of Standards, Inc. (“CFP® Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- *Education* – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP® Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP® Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- *Examination* – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances;
- *Experience* – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- *Ethics* – Agree to be bound by CFP® Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- *Continuing Education* – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- *Ethics* – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

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®.

### 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 the fundamentals of life insurance and estate planning for individuals, families, and businesses. An individual is required to work for a minimum of 12

Thrivent Advisor Network, LLC  
625 Fourth Avenue S., Minneapolis, MN 55415  
Phone: (612) 844-8444  
<http://thriventadvisornetwork.com>

consecutive months with a fraternal benefit society that is a member of the American Fraternal Alliance and the FFMA.

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

---

***There are no legal, civil or disciplinary events to disclose regarding Mr. Berg.*** Mr. Berg has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Berg.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Berg.***

However, we do encourage you to independently view the background of Mr. Berg on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 6966261.

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

---

#### Broker-Dealer Affiliation

Mr. Berg is also a registered representative of Purshe Kaplan Sterling Investments, Inc. (“PKS”). PKS is a registered broker-dealer (CRD# 35747), member FINRA, SIPC. In Mr. Berg’s separate capacity as a registered representative, Mr. Berg will typically receive commissions for the implementation of recommendations for commissionable transactions. Clients are not obligated to implement any recommendation provided by Mr. Berg. Neither the Advisor nor Mr. Berg will earn ongoing investment advisory fees in connection with any products or services implemented in Mr. Berg’s separate capacity as a registered representative. Mr. Berg spends approximately 10% of his time per month in his role as a registered representative of PKS.

#### Insurance Agency Affiliations

Mr. Berg is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Berg’s role with TAN. As an insurance professional, Mr. Berg may receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Berg is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This may cause a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Mr. Berg or the Advisor. Mr. Berg spends approximately 10% of his time per month in this capacity.

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

---

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

### **Item 6 – Supervision**

---

Mr. Berg serves as a Wealth Advisor 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. Further, TAN is subject to regulatory oversight by various agencies. These agencies require registration by TAN and its Supervised Persons. As a registered entity, TAN is subject to examinations by regulators, which may be announced or unannounced. TAN is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.