

# Steven Cho

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## Herbert J. Sims Capital Management, Inc.

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**This Brochure Supplement provides information about *Steven Cho* that supplements the Herbert J. Sims Capital Management, Inc. Firm Brochure. You should have received a copy of that Brochure. Please contact our Chief Compliance Officer at (800) 527-6425 if you did not receive Herbert J. Sims Capital Management's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about *Steven Cho* is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## ***Item 2- Educational Background and Business Experience***

**Year of birth:** 1972

**Formal education after high school:** Attended University of Maryland Baltimore County from 1990-1994.

**Business background:** Steven Cho has been in the financial services industry since 1995. And currently has been employed as a Senior Vice President with HJ Sims & Co., Inc. since 2019.

## ***Item 3- Disciplinary Information***

No information or events have occurred that are applicable to this Item. Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

## ***Item 4- Other Business Activities***

Steven Cho is a registered representative and employee with Herbert J. Sims & Co., Inc. (HJS), which is a securities broker-dealer registered with Financial Industry Regulatory Authority (FINRA) and an introducing broker/dealer, registered with the National Futures Association (NFA). In his capacity as a registered representative Steven Cho may recommend securities products and advisory services for compensation. This could present a conflict of interest to the extent Steven Cho could receive fees and/or commissions and other forms of compensation that may vary from product to product (including 12b-1 trails from mutual fund products) if the client chooses to implement recommendations made while acting in his capacity as a registered representative of HJS.

The details of HJSCMs' advisory accounts and services are fully disclosed in HJSCM's Form ADV. Steven Cho spends approximately 45% of his time on such duties. Therefore, the primary business of Steven Cho is providing brokerage services through HJS. The client is under no obligation to purchase products or services Steven Cho recommends, nor are you obligated to purchase them through him.

Steven Cho as a registered representative may have incentive to recommend certain products rather than others, based on compensation received. This potential

conflict of interest is addressed by HJS through communications of disclosure to clients and supervision and training of advisory representatives.

Steven Cho is also a licensed insurance agent authorized to sell insurance products of various insurance companies. This could present a potential conflict of interest as he could receive commissions for selling these products. The client is under no obligation to purchase products Steven Cho may recommend, nor are you obligated to purchase those products through him. Approximately 5% of his time is spent on insurance products.

***Item 5- Additional Compensation***

Steven Cho is subject to policies that prohibit the acceptance of gifts and entertainment that may influence the nature of the investment advice provided to clients. Consistent with these policies, Steven Cho is permitted to receive gifts of up to \$100.

Additionally, Steven Cho is subject to disclosing if he receives bonuses based on the number or amount of sales, client referrals or new accounts. Currently no such bonuses occur based on such activities or events.

***Item 6 - Supervision***

Steven Cho conduct and activities with the public are supervised by a designated supervisory manager of HJS at or through the local branch office location, regional office and/or the Home Office. This supervision takes place through personal observation, electronic monitoring and the review of written materials and/or other appropriate practices. Additionally, ongoing advisory account reviews occur with each client, monthly, quarterly, or at least annually.

Supervisor's Name and Title: John Koene, Private Wealth Management Group Co-Head, Managing Director

Supervisor's Telephone Number: 732-590-0533

***Item 7- Requirements for State-Registered Advisers***

In addition to the information and events listed above, additional disclosure is required by state securities authorities.

Steven Cho has not been found liable or involved in an arbitration claim or a civil, self-regulatory, or administrative proceeding involving any of the following: investments or investment advisory related; fraud, false statement or omission; theft, embezzlement or other wrongful taking of property; bribery, forgery, counterfeiting, or extortion; or

dishonest, unfair, or unethical practices.

Steven Cho has not been found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following: an investment or an investment-related business or activity; fraud, false statement(s), or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, or extortion; or dishonest, unfair, or unethical practices. Additionally, Steven Cho has not been the subject of a bankruptcy petition.