

Geoffrey von der Linden

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January 1, 2026

This Brochure Supplement provides information about *Geoffrey von der Linden* 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 *Geoffrey von der Linden* is available on the SEC's website at www.adviserinfo.sec.gov.

Geoffrey von der Linden

Item 2- Educational Background and Business Experience

Year of birth: 1969

Formal education after high school: Graduated from Lehigh University with a Bachelor's in Business Administration in 1993

Business background:

Herbert J. Sims Capital Management	Investment Advisor	2/2020 - PRESENT
Herbert J Sims	Financial Professional	11/2019 - PRESENT
David Lerner Associates Inc.	Investment Counselor	4/2004 - 11/2019

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

Geoffrey von der Linden 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). In his capacity as a registered representative Geoffrey von der Linden may recommend securities products and advisory services for compensation. This could present a conflict of interest to the extent Geoffrey von der Linden 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. Geoffrey von der Linden spends approximately 15% of his time on such duties. Therefore, the primary business of Geoffrey von der Linden is providing brokerage services through HJS. The client is under no obligation to purchase products or services Geoffrey von der Linden recommends, nor are you obligated to purchase them through him.

Geoffrey von der Linden 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.

Geoffrey von der Linden is 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 Geoffrey von der Linden 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

NONE

Item 6 - Supervision

Geoffrey von der Linden 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.

Geoffrey von der Linden 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.

Geoffrey von der Linden 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, Geoffrey von der Linden has not been the subject of a bankruptcy petition.