

Item 1 - Cover Page

Holberg Financial, LLC

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This brochure provides information about the qualifications and business practices of Holberg Financial, LLC. If you have any questions about the contents of this brochure, please contact us at info@holbergfinancial.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Registration does not imply a certain level of skill or training. Additional information about Holberg Financial, LLC also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Material Changes

There are no material changes to report as of May 8rd, 2017.

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Item 4 - Advisory Business

Section A - Firm Description

Firm Description - Holberg Financial, LLC

Holberg Financial, LLC is an Investment Advisory firm that serves individuals in their investment advisory needs. Holberg Financial, LLC focuses on building wealth and improving individual's' lifetime financial opportunities starting in young adulthood. Holberg Financial centers its services around financial planning for individuals and may include investment advisory services related to asset accumulation, debt management, credit improvement, budgeting and cashflow considerations, investment and/or retirement planning, and more.

Duration of Business

Holberg Financial, LLC has existed since April of 2015.

Principal Owners

Joseph Holberg is a principal owner and executive

Section B - Advisory Services Offered

Holberg Financial, LLC offers a comprehensive, holistic (general) advisory service that takes into account a client's individual needs. The service offered by Holberg Financial, LLC is called Financial Planning and is described below:

Financial Planning

This service involves working one-on-one with a investment advisor representative at Holberg Financial, LLC over a one year period of time. Clients get ongoing access to Holberg Financial, LLC who will work with them to create a financial plan and continue to support them as their payment permits. Holberg Financial, LLC will provide accountability and recommend any changes to make sure the plan is up to date. Initially, clients will be asked about their vision as it relates to what they wish to accomplish financially. They will be required to provide information to help complete the following areas of analysis: net worth, cash flow, debt, insurance, credit scores/reports, employee benefit, retirement planning and accounts, retirement accounts, insurance, taxes, and investments. A tailored plan will be analyzed and constructed for the client

once information is presented to Holberg Financial, LLC and the client will then be given a report with their personalized strategy and financial plan designed to achieve his or her stated financial goals and objectives. If a follow up meeting is required, we will meet at the client's convenience. The plan and the client's financial situation and goals will be monitored throughout the year and follow up phone calls, video chats, texts, and/or emails will be made to the client to confirm that any agreed upon action steps have been carried out. At the end of the client's year subscription, a full review of their plan will be generated and delivered to the client. If the client will remain a client in year two and beyond, by making the requisite payment, Holberg Financial, LLC will then address any needed updates at that time and report them to the client.

The Financial Planning, will be conducted with an investment advisor representative of Holberg Financial, LLC with the client to cover the relevant areas of the client's financial situation. Some or all of the material below will be covered and this is a comprehensive, but not exhaustive list:

- **Cash Flow and Debt Management:** Holberg Financial, LLC will conduct a review of your income and expenses to determine your current surplus or deficit along with advice on prioritizing how any surplus should be used or how to reduce expenses if they exceed your income. Advice may also be provided on which debts to pay off first based on factors such as the interest rate of the debt and any income tax ramifications. We may also recommend what we believe to be an appropriate emergency savings to address short-term cash needs, along with a review of accounts (such as money market funds) for such reserves, plus strategies to save desired amounts.
- **Employee Benefits Optimization:** We will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits.
- **Financial Goals:** We will help clients identify financial goals and develop a plan to reach them. We will identify what you plan to accomplish, what resources you will need to make it happen, how much time you will need to reach the goal, and how much you should budget for your goal.
- **Insurance:** Review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home, renters, and automobile.
- **Investment Analysis:** This may involve developing an asset allocation strategy to meet clients' financial goals and risk tolerance, providing information on investment vehicles and strategies, reviewing employee stock options, as well as assisting you in establishing your own investment account at a selected broker/dealer or custodian. The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.

- Retirement Planning: Our retirement planning services typically include projections of your likelihood of achieving your financial goals, typically focusing on financial independence as the primary objective.
- Tax Planning Strategies: Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. We recommend that you consult with a qualified tax professional before initiating any tax planning strategy, and we may provide you with contact information for accountants or attorneys who specialize in this area if you wish to hire someone for such purposes. We will participate in meetings or phone calls between you and your tax professional with your approval.

Section C - Tailoring of Services

Each client of Holberg Financial, LLC will receive a tailored, customized financial plan that is in accordance with the advisory services above (See Item 4, Section B) as it relates to vision, strategy, and accountability.

Clients may impose restrictions on investing in certain securities or types of securities.

It is expected that each client's tailored services will require between 5 and 15 hours throughout the course of the year to render appropriate services. While these are estimates, Holberg Financial, LLC will spend the necessary time to fully service a client's needs.

Holberg Financial, LLC does not offer an a la carte type of financial planning services for its clients. All clients will participate in the financial planning as described above and, as such, receive a tailored and individualized financial plan.

Section D - Wrap Fee Program

Holberg Financial, LLC does not participate in nor offer any wrap fee programs.

Section E - Client Assets Managed

Below is the table outlining the amount of client assets managed:

Basis of Asset Managed	Asset Amount
Discretionary Basis	\$0.00
Non-Discretionary Basis	\$0.00
<i>Total Assets Managed</i>	<i>\$0.00</i>

The table above is current as of May 8rd, 2017.

Item 5 - Fees and Compensation

In Illinois, unless a client has received the firm's disclosure brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the client within five (5) business days of signing the contract without incurring any advisory fees.

Section A - Fees and Compensation

Holberg Financial, LLC reserves the right, in its sole discretion, to amend or change its fees for its current services or any additional services that we may offer. Holberg Financial, LLC charges a flat, fixed fee for compensation of advisory services.

Holberg Financial, LLC charges an individual client a flat, fixed fee of \$250 upfront ("Setup Fee") and \$20 per month thereafter until the client cancels the contract, for any reason or Holberg Financial, LLC cancels the contract, for any reason.

This flat, fixed fee is negotiable in its amount and payment periods (for example, a client may negotiate the option to make two installment payments of \$125 in the first two months instead of \$250 for 1 month). Ultimately, Holberg Financial, LLC reserves the right to decide whether or not to participate in a negotiated payment plan.

The client will be charged \$20 each month on the numbered day based on their upfront payment date (The "Setup Fee" date). For example, if a client paid for the Setup Fee on the 3rd of the month, then the \$20 charge would happen every subsequent month on the 3rd. Further, for those days that don't have a corresponding day in another month (i.e. the 31st), the client will be charged on the last day of the month.

Further, clients who have already engaged in one full year's worth of service with Holberg Financial, LLC at the full retail price may be eligible to receive a discounted rate in the second year and/or beyond.

In certain instances services may be available to clients at a discounted fee as determined by Holberg Financial, LLC. Services may also be made available to certain clients at no cost or reduced cost through promotional offers with third parties. Clients are not entitled to a refund of their annual fee for any months during which the client continues to utilize the services and did not provide notice of cancellation within that time period. However, Holberg Financial, LLC reserves the right to refund all or a portion of the advisory fee in the event that Holberg Financial, LLC terminates services with the client at any time during the client's service period. Further, any client may submit an electronic request to info@holbergfinancial.com requesting any or all of a refund and Holberg Financial, LLC reserves the right to decide any or all of the amount of the refund.

For the flat, fixed fee, the client will receive:

Client Services:

- An initial meeting with an investment advisor representative in order to review financial information for the purposes of building a financial plan according to Item 4, Section B above.
- An initial financial plan as the outcome of the initial meeting, delivered in a timely fashion to the client.
- Ongoing email, phone, video, and/or text support from Holberg Financial, LLC.
- Review of accounts and financial plan strategy at the client's request and at a minimum, reported to client semi-annually.

Written Reports:

- Clients will receive an initial financial plan that is tailored to their situation, needs, and stated goals/vision in accordance with Item 4, Section B above.
- Semi-annual review of account and written and/or electronic report delivered to client.

Section B - Charging of Fees

Holberg Financial, LLC bills clients the full amount prior to the rendering of advisory services (for amount of fee, see Item 5, Section A). As such, clients are billed once per annum.

Section C - Related, Optional Fees

Holberg Financial, LLC may offer tax preparation for clients. This is an optional service that clients can elect if offered at the time by Holberg Financial. Holberg Financial, LLC reserves the right to not prepare a client's taxes if it is deemed unreasonable or outside of the scope of a 1040 EZ or 1040 federal return. Holberg Financial, LLC will only charge an amount equal to the cost of submitting the tax returns through 3rd party software and/or any additional related tax preparation fees such as, but not limited to, postage, paper, ink, and envelopes.

Section D - Obtaining a Refund

Clients of Holberg Financial, LLC can request a refund for any reason within 30 days of paying for the advisory services offered by Holberg Financial, LLC.

Holberg Financial, LLC reserves the right to decide whether or not a refund is given. The amount of the refund will be equal to or less than the amount of the fee charged to the client depending on the amount of services rendered to the client.

Section E - Compensation for Other Services

Holberg Financial, LLC does not receive compensation or accept compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

Item 6 - Performance-Based Fees and Side-By-Side Management

Holberg Financial does not accept performance-based fees – that is, fees based on a share of capital gains on or capital appreciation of the assets of a client (such as a client that is a hedge fund or other pooled investment vehicle).

Item 7 - Types of Clients

Holberg Financial, LLC generally provides investment advice and financial planning to individual persons. Holberg Financial, LLC does not require an account size, but to better serve and advise clients, we recommend having at least an annual salary of \$35,000.

Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss

Section A - Methods of Analysis

Holberg Financial, LLC may provide advice that varies depending upon each client's specific financial situation. Holberg Financial, LLC will use any combination of face-to-face, phone, email, or web video software to generate investment advice and a financial plan for the client. Client's must answer enough questions about their financial situation so that Holberg Financial, LLC can construct a financial plan for them. There are a number of factors about the client's financial situation including, but not limited to: anticipated, significant life events over the next five years; financial goals and vision for their long term financial situation; current career and living situation; salary; amounts of monthly income; contributions to a pre-tax 401(k) plan; health insurance payments; tax situation; credit score; credit report; spending profile; debts; savings and retirement accounts; real estate ownership; and life insurance and wills. If the Holberg Financial, LLC client would like investment advice, the asset allocation recommendation takes into account the client's specific investment goals, risk tolerance and time horizon.

Section B - Risks Associated with the Method of Analysis and Financial Planning Services

Hoberg Financial, in asking the client to provide financial information, may not completely analyze all of a client's financial planning needs. Any financial plan prepared by the Holberg Financial, LLC may not achieve a client's short-, medium-, or long-term financial goals. Holberg Financial, LLC does not guarantee the success of any financial plan.

Section C - Security Recommendations

Holberg Financial, LLC currently does not recommend specific securities or investments to Clients.

Item 9 - Disciplinary Information

Section A - Material Criminal or Disciplinary Events

There are no material criminal or disciplinary events to report for Holberg Financial, LLC nor for any management persons.

Section B - Administrative Proceedings

There are no material administrative proceedings to report for Holberg Financial, LLC nor for any management persons.

Section C - Self-Regulatory Organization Proceedings

There are no material self-regulatory organization proceedings to report for Holberg Financial, LLC nor for any management persons.

Item 10 - Other Financial Industry Activities and Affiliations

Section A - Broker-Dealer Registration

Holberg Financial, LLC has no broker-dealer registrations nor any pending broker-dealer registrations.

Section B - Futures and Commodities Registration

Holberg Financial, LLC has no management persons registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

Section C - Relationships with Affiliates

Holberg Financial, LLC has no relationship or arrangement with any of the following:

1. broker-dealer, municipal securities dealer, or government securities dealer or broker
2. investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund)
3. other investment adviser or financial planner
4. futures commission merchant, commodity pool operator, or commodity trading advisor
5. banking or thrift institution
6. accountant or accounting firm
7. lawyer or law firm
8. insurance company or agency
9. pension consultant
10. real estate broker or dealer
11. sponsor or syndicator of limited partnerships.

Section D - Investment Advisor Recommendations

Holberg Financial, LLC does not recommend or select other investment advisers for clients and does not receive compensation directly or indirectly from those advisers that would create a material conflict of interest. Holberg Financial, LLC does not have other business relationships with any advisers that creates a material conflict of interest.

Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Section A - SEC-Registered Advisor

Holberg Financial, LLC is not required to be an SEC-registered advisor and as such, does not have a code of ethics outlined pursuant to SEC rule 204A-1.

Section B - Material Financial Interest in Securities Recommendations

Holberg Financial, LLC does not recommend to clients, or buy or sell for client accounts, securities in which Holberg Financial, LLC or a related person has a material financial interest.

Section C - Investment in Same/Similar Securities

Holberg Financial, LLC does not invest in the same securities (or related securities, e.g., warrants, options or futures) that Holberg Financial, LLC recommends to clients.

Section D - Investment in Securities at Same/Similar Time

Holberg Financial, LLC does not recommend securities to clients, or buy or sell securities for client accounts, at or about the same time that Holberg Financial, LLC buys or sells the same securities for its own (or the related person's own) account.

Item 12 - Brokerage Practices

Holberg Financial, LLC currently does not select broker-dealers for clients, but does provide recommendations for online discount broker-dealers that provide brokerage and custody services, as well as a wide range of other services, including access to investment options including, but not limited to, ETFs and Index Funds.

Holberg Financial, LLC does not offer compensation for client referrals from broker-dealers or other third parties.

Holberg Financial, LLC does not receive research or other products or services from a broker-dealer or any other third-party.

Holberg Financial, LLC currently does not participate in any soft dollar arrangements.

Holberg Financial, LLC currently does not execute any client trades, and is not a party to any directed brokerage arrangements.

Item 13 - Review of Accounts

Section A - Periodic Review of Client Accounts

Holberg Financial, LLC conducts periodic reviews of client accounts and financial plans:

- The client account is reviewed at least quarterly
- The client financial plan is reviewed at least semiannually

The nature of the review is done fully to ensure that the account is in good standing in relation to the client's objectives and goals and the review is then sent to the client with an opportunity to receive an explanation of any or all of their review, should there be questions or outstanding items.

The title of the supervised person who conducts the review is the Chief Executive Officer.

Section B - Other Reviews of Client Accounts

Holberg Financial, LLC will conduct non-periodic reviews of client accounts and financial plans and the factors that trigger a review are:

- Upon the client's express request
- Upon the cancellation or termination of a client account

Section C - Content and Frequency of Reports

Holberg Financial, LLC will note general factors of the client account such as, but not limited to:

- Net Worth
- Assets
- Liabilities
- Securities
- Securities Transactions
- Budget
- Credit Score
- Cash Inflows/Outflows

Each will note whether there has been a material change since the last report. This report may be delivered audibly and/or via written transmission (i.e. email, letter, etc).

Item 14 - Client Referrals and Other Compensation

Section A - Non-Client Economic Benefit

Holberg Financial, LLC does not receive, from any non-Client, any economic benefit associated with advising clients.

Section B - Client Referrals

Holberg Financial, LLC, from time to time, does enter into third party client referral relationships. Holberg Financial, LLC currently does not pay fees to non-client third parties for making client referrals. Holberg Financial, LLC does, from time to time, provide a limited waiver of service fees for existing clients in exchange for a referral to Holberg Financial, LLC. In such circumstances, Holberg Financial, LLC discloses to a referred prospective client that the referring client will receive a financial benefit (the waiver of service fees) in exchange for a referral that results in a client relationship and that the prospective client may, from time to time, be provided with a limited waiver of service fee as well.

Item 15 - Custody

Holberg Financial, LLC does not accept custody of funds or securities as part of providing advisory services to clients or in any other capacity.

Item 16 - Investment Discretion

Holberg Financial, LLC does not accept discretionary authority to manage securities on behalf of any clients.

Item 17 - Voting Client Securities

Holberg Financial, LLC does not accept authority to vote client securities on behalf of clients.

Item 18 - Financial Information

Holberg Financial, LLC does not provide financial information because it does not require the prepayment of more than \$1,200 in fees six or more months in advance, or take custody of client funds or securities, or have a financial condition that is reasonably likely to impair its ability to meet client commitments.

Further, Holberg Financial, LLC does not have discretionary authority or custody of client funds or securities or require or solicit prepayment of more than \$500 in fees per client six months in advance.

Item 19 - Requirements for State-Registered Advisers

Section A - Principal Executive Officers and Their Education and Background

Please see Item 4, Section A, Principal Owners section of this Brochure.

Section B - Business Engagements

There are no other business engagements that Holberg Financial, LLC nor Joseph Holberg participate in or are involved with.

Section C - Other Compensation

Holberg Financial, LLC is not compensated for advisory services with performance-based fees.

Section D - Involvement(s)

Holberg Financial, LLC or management person has not been involved in any of the events listed below:

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - (a) an investment or an investment-related business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or
 - (e) dishonest, unfair, or unethical practices.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - (a) an investment or an investment-related business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or
 - (e) dishonest, unfair, or unethical practices.

Section E - Additional Relationships

Holberg Financial, LLC does not have any additional relationship or arrangement described in response to Item 10.C. of Part 2A, with any issuer of securities that is not listed in Item 10.C. of Part 2A.

Privacy Policy for Clients

Holberg Financial, LLC will conduct regular business and the investment adviser may collect non-public and public personal information about its clients from sources such as:

- Information reported by clients on application or other forms clients provide to the investment adviser.
- Information about clients' transactions with the investment adviser and its affiliates or others.
- Information from our website that you use and how you use it.
- Conversations between clients and the firm's representatives.

The investment adviser will share non-public information solely to service client accounts. The investment adviser will not disclose any non-public personal information about its clients or former clients to anyone, except as permitted by law. If a client decides to close the client's account(s) with the investment adviser or becomes an inactive client, the investment adviser will continue to adhere to its privacy policy and practices with respect to that client as described in this notice.

Holberg Financial, LLC may conduct and produce research reports based on anonymous and aggregated client data. All data used in this manner will be non-personally identifiable information (as described below) and will not contain any personally identifiable information (as described below).

Non-personally identifiable information:

This is information about clients such that it no longer reflects or references an individually identifiable client.

Personally identifiable information:

This is information which you provide to us which personally identifies you, such as your name, email address or billing information, or other data which can be reasonably linked to such information by Holberg Financial, LLC, such as information we associate with your Holberg Financial, LLC account.