# FORM ADV PART 2A
## FIRM BROCHURE


**HonorPoint Financial LLC**
9029 S Twilight Drive
Wasilla, Alaska 99623
(907) 600-1442
www.honorpointfinancial.com
matthew@honorpointfinancial.com



CRD Number: 343016
Date of Brochure: July 24, 2026 (Revision 1.1.7)


*This brochure provides information about the qualifications and business practices of HonorPoint Financial LLC. If you have any questions about the contents of this brochure, please contact us at the address or phone number above.*

*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 HonorPoint Financial LLC is available on the SEC's website at www.adviserinfo.sec.gov.*

## Item 2: Material Changes

HonorPoint Financial LLC was formed on July 24, 2025. The firm's fiscal year ends on December 31. The firm will file its annual updating amendment to Form ADV Part 1A within 90 days of fiscal year end (by March 31 of each year). Updated brochures reflecting material changes will be delivered to existing clients within 120 days of fiscal year end or promptly following any material change requiring interim delivery.

Revision 1.1 (July 7, 2026): This revision adds a page-numbered Table of Contents, corrects a clerical CRD number transposition in the Form ADV Part 2B Brochure Supplement (Item 2 of that supplement), and clarifies the timing of notice required to discontinue monthly subscription billing in Item 5 (Refund Policy) to be consistent with the firm's existing Client Service Agreement. This revision does not reflect any material change to the firm's business, services, fee amounts, or personnel.

Revision 1.1.7 (July 24, 2026): This revision reflects Matthew Gorrell's completion of the ChFC® (Chartered Financial Consultant) designation, as disclosed in the Form ADV Part 2B Brochure Supplement (Item 2 of that supplement), and clarifies in Item 12 (Brokerage Practices) of this brochure that clients may open or link an account with the firm's designated custodian, Altruist Financial LLC, directly through the firm's secure client portal. This revision does not reflect any other material change to the firm's business, services, fee amounts, or personnel.

## Item 3: Table of Contents

## Item 4: Advisory Business

### About HonorPoint Financial LLC

HonorPoint Financial LLC is a registered investment adviser organized as an Alaska limited liability company, formed on July 24, 2025, and headquartered in Wasilla, Alaska. The firm is a virtual-first practice, serving clients throughout Alaska via video conference, telephone, and secure digital communications. Matthew Gorrell is the sole principal and owner of the firm.

HonorPoint Financial operates under a fiduciary standard, meaning the firm is legally and ethically obligated to act in each client's best interest at all times. The firm does not manage assets for investment companies, pension plans, or institutional clients.

### Services Offered

HonorPoint Financial provides the following advisory services:

**Comprehensive Financial Planning**

The firm's primary service offering is ongoing comprehensive financial planning for individuals and families. This service encompasses a holistic review of the client's financial life, including but not limited to: cash flow and budgeting analysis, debt management and payoff strategy, retirement planning, tax strategy coordination, investment education, and goal-based financial planning. The firm discusses insurance concepts and coverage gaps as part of comprehensive planning; clients seeking insurance product recommendations are referred to a separately licensed insurance professional. Comprehensive planning clients also have access to portfolio rebalancing services as described below.

**Portfolio Rebalancing**

For comprehensive financial planning clients who choose to utilize this service, HonorPoint Financial will monitor and periodically rebalance investment accounts to maintain client-established target asset allocations. Rebalancing is based solely on drift from target allocations and is not driven by market forecasts or tactical shifts. The firm constructs and maintains portfolios using low-cost, broadly diversified index funds consistent with each client's risk tolerance and time horizon. The firm does not select individual securities or recommend actively managed investment products.

### Tailored Services

HonorPoint Financial tailors its services to each client's individual circumstances, goals, and risk tolerance. Prior to beginning any advisory engagement, the firm conducts an initial consultation to assess the client's financial situation and objectives. For portfolio rebalancing clients, a written Investment Policy Statement is established documenting the client's target allocation and rebalancing parameters.

Clients may impose reasonable restrictions on the management of their accounts, including restrictions on investing in particular securities or asset classes. Such restrictions must be communicated in writing and agreed to by the firm before implementation.

### Assets Under Management

HonorPoint Financial LLC is a newly registered firm. As of the date of this brochure, the firm does not currently manage client assets on a discretionary basis. The firm will update this disclosure upon filing its annual updating amendment to reflect assets under management as the practice develops.

## Item 5: Fees and Compensation

### Fee Schedule

HonorPoint Financial charges fees on a flat-fee and subscription basis. The firm does not charge fees based on a percentage of assets under management. Clients pay the same fees regardless of account size or portfolio performance, which eliminates incentives to grow assets under management for the firm's financial benefit.

The firm's fees are negotiable at the firm's discretion. The firm may reduce, waive, or adjust fees in individual circumstances, including for clients transitioning between service offerings or for clients with whom the firm has a pre-existing advisory relationship. Any fee adjustment will be documented in the client's engagement agreement or in a written amendment thereto.

- Comprehensive Financial Planning — Onboarding Fee: $600 (one-time)
- Comprehensive Financial Planning — Ongoing Subscription: $300 per month

### Tax Preparation Services

Tax preparation services are provided separately by Matthew Gorrell in his capacity as an Enrolled Agent. Tax preparation is not included in any advisory service fee and is billed under a separate tax preparation engagement letter and fee schedule. Clients are not required to use the firm's tax preparation services as a condition of any advisory engagement.

### Billing Practices

The onboarding fee for comprehensive financial planning is due prior to or at the commencement of the engagement. Monthly subscription fees are billed in advance on a monthly basis via the firm's designated payment processor.

### Refund Policy

The onboarding fee for comprehensive financial planning is non-refundable once the initial financial plan has been delivered to the client. If the engagement is terminated by either party prior to delivery of the initial plan, the firm will refund a prorated portion of the onboarding fee based on work completed.

Monthly subscription fees are non-refundable for the current billing period. To discontinue future monthly billing, the client must notify the firm in writing no later than five (5) days before the end of the current billing month. Notice provided after that point will result in one additional month being billed before services conclude. Upon proper termination notice, no further monthly fees will be charged after the final billing period. Termination may be effected by either party with written notice.

### Other Fees and Expenses

Clients whose accounts are managed for rebalancing purposes will incur expenses beyond the firm's advisory fees, including expense ratios charged by index funds and exchange-traded funds held in their accounts. These expenses are charged by the fund companies and are not received by HonorPoint Financial. The firm selects low-cost index funds with the intent of minimizing these expenses to the greatest extent practical. Clients may also incur custodial fees charged by their account custodian, though the firm seeks to utilize custodians that do not charge transaction fees for the types of securities used in client portfolios.

Client accounts are currently held at Altruist Financial LLC, the firm's designated qualified custodian. Altruist may charge clients separately for certain custodial services, which may include account maintenance fees, outgoing transfer fees, or other service charges as set forth in Altruist's then-current fee schedule. These custodian fees are separate from and in addition to HonorPoint Financial's advisory fees. The firm does not receive any portion of fees charged by Altruist. Clients will be provided with Altruist's current fee schedule at or prior to account opening.

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

HonorPoint Financial does not charge performance-based fees. All fees are flat and subscription-based as described in Item 5. The firm does not engage in side-by-side management of accounts with different fee structures.

## Item 7: Types of Clients

HonorPoint Financial provides investment advisory services primarily to individuals and families. The firm has a particular focus on serving:

- Working families and households building financial stability
- Military veterans and active-duty service members
- Individuals planning for homeownership, including savings and investment planning to build a down payment and optimize financial readiness
- Clients seeking tax-aware financial planning

The firm also serves small business owners and self-employed individuals seeking financial planning guidance in their personal financial lives, including retirement planning, cash flow management, tax strategy coordination, and wealth building. Advisory services provided to small business owners are focused on the individual's personal financial planning objectives rather than business entity consulting.

The firm does not impose a minimum account size or minimum income requirement for any service. The firm currently serves clients located in the state of Alaska.

## Item 8: Methods of Analysis, Investment Strategies, and Risk of Loss

### Investment Philosophy

HonorPoint Financial adheres to a passive, evidence-based investment philosophy. The firm believes that long-term investment success is best achieved through broad market diversification, low costs, appropriate asset allocation, and behavioral discipline rather than market timing or active security selection.

### Methods of Analysis

The firm's investment analysis focuses on:

- Assessing each client's risk tolerance, time horizon, and financial goals through intake and discovery
- Establishing a target asset allocation appropriate to the client's circumstances
- Selecting low-cost, broadly diversified index funds or exchange-traded funds representing major asset classes
- Monitoring portfolio drift from target allocations and rebalancing when appropriate

The firm does not employ technical analysis, fundamental analysis of individual securities, or market timing strategies.

### Investment Strategy

Client portfolios are constructed using low-cost index funds and exchange-traded funds that track broad market indices across domestic equities, international equities, and fixed income asset classes. The firm does not recommend individual stocks, bonds, options, or actively managed funds.

Portfolio rebalancing is conducted periodically to restore portfolios to their target allocations when drift has occurred due to market movements. Rebalancing decisions are not based on short-term market forecasts or economic outlooks.

### Risk of Loss

All investing involves risk, including the risk of loss of principal. Clients should be aware of the following risks:

- Market Risk: The value of index fund investments will fluctuate with market conditions. Broad market declines will reduce portfolio values.
- Inflation Risk: Investment returns may not keep pace with inflation over certain periods, reducing purchasing power.
- Interest Rate Risk: Fixed income investments may decline in value when interest rates rise.
- International Risk: Investments in international index funds are subject to currency risk, political risk, and differing regulatory environments.
- Rebalancing Risk: Rebalancing a portfolio may result in taxable events in non-retirement accounts. The firm will consider tax implications when determining rebalancing timing but cannot guarantee tax-neutral outcomes.
- ETF and Index Fund Risk: Exchange-traded funds may trade at a premium or discount to their net asset value and are subject to tracking error, meaning fund returns may not precisely match the index they track. Index funds are subject to the same market risks as the securities in their underlying index.
- Liquidity Risk: Under unusual or extreme market conditions, index funds and ETFs may experience reduced liquidity, making it more difficult or costly to execute transactions.

Past performance is not indicative of future results. There is no guarantee that any investment strategy will achieve its objectives.

## Item 9: Disciplinary Information

Registered investment advisers are required to disclose material facts about any legal or disciplinary events that would be material to a client's evaluation of the firm or its personnel. HonorPoint Financial LLC and Matthew Gorrell have no disciplinary history to disclose. There are no criminal or civil actions, regulatory proceedings, self-regulatory organization proceedings, or arbitration awards that require disclosure under this item.

## Item 10: Other Financial Industry Activities and Affiliations

### Tax Preparation Services

Matthew Gorrell, the principal of HonorPoint Financial LLC, is an Enrolled Agent (EA) licensed by the Internal Revenue Service. In addition to his investment advisory activities, Mr. Gorrell provides tax preparation services to individuals and businesses under the HonorPoint Financial name. Tax preparation services are conducted under separate engagement letters and are billed separately from any investment advisory fees.

### Conflict of Interest Disclosure

Because the firm's principal provides both investment advisory services and tax preparation services, a potential conflict of interest exists. Specifically, there is a financial incentive to recommend or encourage clients to use the firm's tax preparation services.

HonorPoint Financial manages this conflict by: (1) maintaining separate engagement letters and fee schedules for advisory and tax services; (2) disclosing to all clients that tax preparation services are not required as a condition of any advisory engagement; and (3) encouraging clients to use the tax preparer of their choosing. Clients are never required to purchase tax preparation services from the firm.

The firm has no other financial industry affiliations, broker-dealer relationships, investment company relationships, banking affiliations, or other outside business activities that would require disclosure under this item.

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

### Code of Ethics

HonorPoint Financial has adopted a Code of Ethics that establishes standards of conduct for the firm and its principal. The Code of Ethics is designed to ensure that the firm and its personnel act in the best interests of clients at all times, avoid conflicts of interest, and comply with applicable securities laws.

Key provisions of the Code of Ethics include:

- The firm and its principal owe a fiduciary duty to all advisory clients
- Personal securities transactions must not conflict with clients' interests
- Material non-public information must never be used in connection with securities transactions
- All conflicts of interest must be disclosed to clients
- The firm's principal must report personal securities holdings and transactions as required

Clients or prospective clients may request a copy of the firm's Code of Ethics by contacting HonorPoint Financial at the address or phone number on the cover page of this brochure.

### Personal Trading

The firm's principal may invest in the same types of securities recommended to clients, including index funds and exchange-traded funds. Because the firm's investment strategy is based on broad index funds rather than individual securities, the risk of conflicts between personal trading and client account management is minimal. The principal does not engage in short-term trading or market timing strategies in personal accounts.

The firm does not currently participate in initial public offerings or limited offerings in client accounts.

# Item 12: Brokerage Practices

## Custodian Selection

HonorPoint Financial does not maintain custody of client assets. Client accounts are held at independent, qualified custodians selected in consultation with each client. The firm recommends that clients establish accounts at custodians that offer commission-free trading in index funds and exchange-traded funds, consistent with the firm's investment philosophy.

The firm currently recommends Altruist Financial LLC as its primary qualified custodian. Clients may open or link an Altruist account directly through the firm's secure online client portal, in addition to establishing an account directly with Altruist. The firm may establish relationships with additional custodians as its practice develops. Clients are not required to use a specific custodian and may direct the firm to work with another custodian of their choosing, provided that custodian offers the operational capabilities necessary to support the firm's rebalancing activities.

## Best Execution

The firm seeks to obtain best execution for client transactions. Because client portfolios are constructed using index funds and exchange-traded funds traded on national exchanges, and because the firm utilizes commission-free custodians, transaction costs for routine rebalancing are expected to be minimal.

## Soft Dollar Arrangements

HonorPoint Financial does not participate in any soft dollar arrangements. The firm does not receive research, products, or services from broker-dealers in exchange for directing client transactions.

## Trade Aggregation

The firm currently manages a limited number of client accounts. The firm does not aggregate client trades at this time but reserves the right to do so as the practice grows, to the extent aggregation would benefit clients.

## Item 13: Review of Accounts

### Ongoing Review

Client accounts and financial plans are reviewed on an ongoing basis by Matthew Gorrell, the firm's principal. Comprehensive financial planning clients receive at least annual reviews of their financial plan and investment allocation. Portfolio accounts are monitored for allocation drift and rebalanced as needed in accordance with the client's Investment Policy Statement.

### Triggers for Review

In addition to scheduled reviews, accounts and plans may be reviewed upon:

- Significant changes in a client's financial situation, goals, or risk tolerance
- Material changes in tax law or regulatory environment relevant to the client's plan
- Client request
- Significant market events that may have caused material drift from target allocations

### Client Reporting

Clients whose accounts are managed for rebalancing purposes will receive account statements directly from their custodian, typically on a monthly or quarterly basis. The firm does not prepare or distribute its own account performance reports at this time. Clients are encouraged to review custodian statements and to contact the firm with any questions.

## Item 14: Client Referrals and Other Compensation

HonorPoint Financial does not compensate any person for client referrals at this time. The firm maintains a professional relationship with members of the Mat-Su Valley Board of REALTORS and presents educational content to real estate professionals; however, no referral fees or compensation of any kind are exchanged in connection with these relationships.

The firm does not receive any economic benefit from non-clients in connection with the provision of investment advice.

## Item 15: Custody

HonorPoint Financial does not have custody of client funds or securities. All client assets are held at independent, qualified custodians. Clients receive account statements directly from their custodian and are encouraged to review those statements carefully. Clients who identify any discrepancies should contact the firm and their custodian promptly.

The firm has limited trading authorization over client accounts for the purpose of executing rebalancing transactions. The firm does not believe this limited trading authorization constitutes custody under applicable regulations, as the firm does not have the ability to withdraw client funds or securities. The firm's client portal allows clients to open or link their Altruist account and view account information, but this functionality does not grant the firm any additional authority beyond the limited rebalancing discretion described above. The firm does not maintain possession of client assets under any circumstances.

## Item 16: Investment Discretion

HonorPoint Financial accepts limited discretionary authority over client accounts for the purpose of executing portfolio rebalancing transactions. This authority is granted by clients through the execution of a signed Investment Policy Statement, which serves as the trading authorization agreement for the rebalancing services described herein.

The firm's discretionary authority is limited in scope: the firm may execute transactions to rebalance portfolio holdings to their established target allocations. The firm does not have authority to change a client's target allocation, add new asset classes, or make investment decisions outside the parameters established in the client's Investment Policy Statement without prior client approval.

Clients may revoke discretionary authority at any time by providing written notice to the firm.

## Item 17: Voting Client Securities

HonorPoint Financial does not vote proxies on behalf of clients. Clients retain the right and responsibility to vote proxies for securities held in their accounts. Proxy materials are delivered directly to clients by their custodian.

Clients who have questions about a particular proxy vote or matter affecting their holdings are welcome to contact the firm for general information and perspective.

## Item 18: Financial Information

HonorPoint Financial does not require or solicit prepayment of fees of more than $500 per client, six months or more in advance. The firm's onboarding fee is collected at the commencement of the engagement when services begin immediately and does not represent an advance payment for future services. As a result, the firm is not required to include a balance sheet with this brochure.

There are no financial conditions currently known to the firm that are reasonably likely to impair the firm's ability to meet its contractual commitments to clients.

### Bankruptcy Disclosure

On October 9, 2018, Matthew Gorrell, the principal of HonorPoint Financial LLC, filed a Chapter 7 personal bankruptcy petition. The bankruptcy was discharged on January 17, 2019. The matter is fully resolved. Mr. Gorrell's financial situation has since been substantially restored. There are no current financial conditions that would impair the firm's ability to meet its commitments to clients.

## Item 19: Requirements for State-Registered Advisers

### Principal and Management Personnel

Matthew Gorrell is the sole owner, principal, and investment adviser representative of HonorPoint Financial LLC. Mr. Gorrell's professional background and qualifications are detailed in the accompanying Form ADV Part 2B Brochure Supplement.

### Professional Designations

Matthew Gorrell holds the following professional designations:

- Accredited Financial Counselor (AFC®) — Issued by the Association for Financial Counseling and Planning Education (AFCPE). Requires completion of coursework in financial counseling and planning, examination, professional experience, and adherence to a code of ethics.
- Enrolled Agent (EA) — Federal tax credential issued by the Internal Revenue Service. Requires passing a comprehensive three-part examination on individual tax, business tax, and representation before the IRS, or prior IRS employment, and adherence to continuing education requirements.
- Wealth Management Certified Professional (WMCP®) — Issued by The American College of Financial Services. Focuses on investment management and wealth accumulation strategies.
- Military Qualified Financial Planner (MQFP) — Credential issued by the Military Financial Readiness Objective recognizing specialized competency in financial planning for military servicemembers and veterans.

Mr. Gorrell has completed all required coursework for the Certified Financial Planner (CFP®) certification and is currently completing the remaining requirements for that credential.

### Examination

- Series 65 — Uniform Investment Adviser Law Examination, administered by FINRA. This examination is required for registration as an investment adviser representative in most states, including Alaska, and covers federal and state securities laws, fiduciary obligations, and investment adviser regulations.

### Other Business Activities

As disclosed in Item 10, Matthew Gorrell provides tax preparation services as an Enrolled Agent in addition to his investment advisory activities. These services are conducted under separate engagement agreements. Tax preparation revenue and investment advisory revenue are maintained as separate business transactions. Mr. Gorrell spends a material portion of his professional time on tax preparation activities, particularly during the annual tax filing season.

Mr. Gorrell has no other outside business activities that require disclosure under this item.

### Performance-Based Fees

HonorPoint Financial does not charge performance-based fees. See Item 6.

### Material Relationships

HonorPoint Financial maintains a professional relationship with members of the Mat-Su Valley Board of REALTORS in the Mat-Su Valley region of Alaska. This relationship involves the provision of financial education to real estate professionals and their clients. No referral fees or compensation are exchanged in connection with this relationship. See Item 14.

### Arbitration and Civil Judicial Proceedings

Matthew Gorrell has not been found liable in an arbitration claim or civil self-regulatory proceeding alleging damages in excess of $2,500 involving an investment or investment-related activity. Mr. Gorrell has been the subject of a bankruptcy petition within ten years of the date of this brochure, as fully disclosed in Item 18 of this brochure.

*End of Form ADV Part 2A — Firm Brochure*

HonorPoint Financial LLC | 9029 S Twilight Drive | Wasilla, AK 99623 | www.honorpointfinancial.com

# FORM ADV PART 2B
## BROCHURE SUPPLEMENT


**Matthew Gorrell, AFC®, EA, WMCP®, ChFC®, MQFP**
Investment Adviser Representative

**HonorPoint Financial LLC**
9029 S Twilight Drive
Wasilla, Alaska 99623
(907) 600-1442
www.honorpointfinancial.com
matthew@honorpointfinancial.com



CRD Number: 8289101
Date of Brochure Supplement: July 24, 2026 (Revision 1.1.7)


*This brochure supplement provides information about Matthew Gorrell that supplements the HonorPoint Financial LLC brochure. You should have received a copy of that brochure. Please contact us at the address or phone number above if you did not receive the firm brochure or if you have any questions about the contents of this supplement.*

*Additional information about Matthew Gorrell is available on the SEC's website at www.adviserinfo.sec.gov.*

## Item 2: Educational Background and Business Experience

**Year of Birth: 1982**

### Formal Education

- Metropolitan State University of Denver — B.S., Criminal Justice and Human Services, 2011
- Louisiana State University — M.B.A., In Progress

### Business Background — Past Five Years

- 07/2025 – Present: HonorPoint Financial LLC, Wasilla, AK — Financial Guide / Investment Adviser Representative
- 11/2025 – 04/2026: H&R Block, Wasilla, AK — Master Tax Advisor (seasonal tax preparation; concurrent with HonorPoint; no investment advisory activities)
- 05/2022 – 07/2025: Wounded Warrior Project — Financial Readiness Coordinator
- Prior – 05/2022: Mayo Clinic — Patient Appointment Service Specialist

*Note: Matthew Gorrell served with the United States Army prior to the five-year window reflected above. His military background informs his specialized focus on serving veterans and military families through HonorPoint Financial.*

### Professional Designations and Examinations

- AFC® (Accredited Financial Counselor) — AFCPE — Coursework, exam, professional experience, code of ethics, continuing education
- EA (Enrolled Agent) — Internal Revenue Service — Three-part IRS exam (individual, business, representation) or prior IRS service; continuing education
- WMCP® (Wealth Management Certified Professional) — The American College of Financial Services — Coursework, exam, continuing education
- ChFC® (Chartered Financial Consultant) — The American College of Financial Services — Coursework (comprehensive financial planning curriculum), examinations, professional experience requirement, continuing education
- MQFP (Military Qualified Financial Planner) — Military Financial Readiness Objective — Coursework and examination in military financial planning
- Series 65 (Uniform Investment Adviser Law Examination) — FINRA — Passing score on the Uniform Investment Adviser Law Examination

## Item 3: Disciplinary Information

Matthew Gorrell has no criminal or civil disciplinary actions, regulatory proceedings, self-regulatory organization proceedings, or arbitration awards to disclose under this item.

### Bankruptcy Disclosure

On October 9, 2018, Matthew Gorrell filed a Chapter 7 personal bankruptcy petition. The bankruptcy was discharged on January 17, 2019. The matter is fully resolved. Mr. Gorrell's financial situation has since been substantially restored. This disclosure is provided pursuant to applicable NASAA model rules requiring disclosure of any bankruptcy petition within the preceding ten years.

## Item 4: Other Business Activities

In addition to his role as Investment Adviser Representative of HonorPoint Financial LLC, Matthew Gorrell provides tax preparation services as an Enrolled Agent licensed by the Internal Revenue Service. Tax preparation services are provided under separate engagement agreements and are billed separately from any investment advisory fees. This activity is disclosed in the firm brochure (Form ADV Part 2A, Item 10) along with the related conflict of interest disclosure.

Mr. Gorrell has no other outside business activities to disclose.

## Item 5: Additional Compensation

Matthew Gorrell does not receive any additional economic benefit from any non-client in connection with the provision of investment advisory services, beyond what is disclosed in the firm brochure. Mr. Gorrell does not receive sales awards, prizes, or other compensation from third parties for providing advisory services.

## Item 6: Supervision

Matthew Gorrell is the sole owner, principal, and investment adviser representative of HonorPoint Financial LLC. As the firm's sole principal, Mr. Gorrell is responsible for supervising his own investment advisory activities in accordance with the firm's written compliance policies and procedures.

The firm's compliance program includes a written Code of Ethics, review of client accounts and investment policy statements, and an annual compliance review. Mr. Gorrell is responsible for ensuring that all advisory activities conform to applicable securities laws and the firm's fiduciary obligations to clients.

Clients who have questions or concerns regarding the advisory services they receive, or who wish to make a complaint, should contact Matthew Gorrell directly:

**Matthew Gorrell**

HonorPoint Financial LLC

9029 S Twilight Drive, Wasilla, Alaska 99623

(907) 600-1442

matthew@honorpointfinancial.com

*End of Form ADV Part 2B — Brochure Supplement*

HonorPoint Financial LLC | 9029 S Twilight Drive | Wasilla, AK 99623 | www.honorpointfinancial.com