

NorthCrest Asset Management LLC
505 North Highway 169, Suite 900
Plymouth, MN 55441

(763) 417-1700

Form ADV | Part 2A Disclosure Brochure
March 2026

Item 1. Cover Page

This brochure provides information about the qualifications and business practices of NorthCrest Asset Management LLC ("NorthCrest"). If you have any questions about the contents of this brochure, please contact us at 763-417- 1700. 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. Additional information about NorthCrest is also available on the SEC's website at www.adviserinfo.sec.gov.

Any references to NorthCrest as a registered investment adviser do not imply a certain level of skill or training.

Item 2. Material Changes

The following is a summary of material changes made to the brochure since its last annual amendment dated March 2025.

- **Broker-Dealer Status Update:** Wealth Enhancement Brokerage Services (WEBS) has transitioned from operating as a limited purpose broker-dealer to an introducing broker-dealer. This change expands WEBS' operational scope and allows it to introduce client accounts to a clearing firm on a fully disclosed basis.

- **Separation from LPL Financial:** NorthCrest Asset Management has formally concluded its relationship with LPL Financial.

- Item 10 of the brochure, **"Relationship with Affiliated and Unaffiliated Investment Advisers"**, was updated to reflect the addition of NorthCrest affiliate, Advisory Solutions Group, LLC ("ASG").

Please refer to the item numbers listed above for complete details about these changes in the brochure.

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Item 4. Advisory Business

NorthCrest Asset Management LLC (referred to in the first person or as "**NorthCrest**" throughout this Brochure), is a Minnesota limited liability company and began operations in 2021 as an investment adviser registered with the U.S. Securities and Exchange Commission.

NorthCrest is a wholly owned subsidiary of Wealth Enhancement Group, LLC ("**WEG**"). As of October 2021, private investment vehicles affiliated with TA Associates Management, L.P. ("TA Associates") and Onex Partners each indirectly hold a controlling interest in WEG. Further information about TA Associates and Onex Partners Manager LP (each of which is also a registered investment adviser) is set forth in their respective Forms ADV filed with the
U.S. Securities and Exchange Commission, available at www.adviserinfo.sec.gov.

NorthCrest primarily acts as sub-adviser to Wealth Enhancement Advisory Services, LLC ("**WEAS**"), a registered investment adviser separate from but affiliated with NorthCrest through common ownership under WEG, to provide investment strategies for the benefit of its clients (collectively, "**Clients**").

Investment Management

NorthCrest's primary goal is to provide investment strategies that may not otherwise be broadly available to the retail market and cost-efficient alternatives to strategies similar to options already available in the marketplace. In support of the goals, NorthCrest makes available to its current client, Wealth Enhancement Advisory Services LLC. (WEAS), the historical records of the performance of its various strategies.

NorthCrest services are furnished on a continuous basis, to WEAS. NorthCrest provides investment strategies to WEAS. NorthCrest claims compliance with the Global Investment Performance Standards ("**GIPS**") and prepares and presents information on the historical performance of its strategies in compliance with GIPS standards. The GIPS disclosure presentations include important disclosure information relevant to the performance of NorthCrest's various strategies. NorthCrest encourages you to reference the applicable GIPS disclosure information when reviewing the historical performance of NorthCrest strategies. To achieve GIPS compliance, performance must be measured on a firm-wide basis. Therefore, to allow WEAS financial advisors the freedom to create custom solutions for its clients, the strategies offered by NorthCrest are segregated in a registered entity separate from WEAS.

Assets Under Management

Defined as regulatory assets by the SEC, the amount of assets under management by NorthCrest totaled $4.32 billion as of December 31, 2025; all assets are managed on a discretionary basis. NorthCrest has no assets managed non-discretionary.

Item 5. Fees and Compensation

In the event NorthCrest engages in separately managed advisory services with other investment advisers, fees are billed to align with the investment adviser firm billing criteria and cycles. Due to the nature of the advisory relationship with WEAS, NorthCrest does not charge WEAS a fee for its strategies. NorthCrest, from time to time, may recommend to WEAS investments in unaffiliated investment companies, such as mutual funds or exchange-traded funds, which charge fees and expenses (as described in each investment company's prospectus). WEAS may execute on these recommendations for their clients. Therefore, WEAS' client incurs several management fees in connection with assets invested in such products: the internal fee paid to the WEAS adviser and the adviser of the investment company. NorthCrest does not charge a fee to WEAS for our services.

In the event NorthCrest engages in separately managed advisory services with unaffiliated investment advisers, NorthCrest may invest or recommend investments of the sub-account client assets in unaffiliated investment companies, such as mutual funds or exchange-traded funds, which charge fees and expenses. Therefore, in these situations, the sub-account client incurs fees of the investment adviser, the investment company and NorthCrest.

In addition to NorthCrest advisory fees, unless other arrangements are made, investment adviser clients through separately managed advisory services relationship with NorthCrest, are responsible for all other fees and costs associated with executing securities transactions and maintaining custody of their assets. Such fees and costs include, but are not limited to, transaction or ticket charges, custodial fees, and other related expenses charged by custodians and imposed by broker-dealers. Please refer to the "Brokerage practices" section (Item 12) of this Form ADV for additional information regarding WEAS and NorthCrest.

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

This is not applicable to NorthCrest because we do not charge or accept performance-based fees that can be defined as fees based on a share of capital gains on/or capital appreciation of the assets held within a client's account.

Item 7. Types of Clients

NorthCrest provides services only to Wealth Enhancement Advisory Services LLC (WEAS) for the benefit of WEAS' clients. NorthCrest does not provide services to unaffiliated investment advisers.

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

NorthCrest manages several investment strategies across equities and fixed income. While each of these strategies are unique in their mandate, the common investment philosophy across all NorthCrest strategies is to build broadly diversified, low turnover, risk-managed portfolios. We believe our strategies implement active, bottom-up investment processes that are efficient, systematic, and scalable.

Quantitative Screening Models

Some of NorthCrest's strategies implement company sectors and across individual companies or bond issues, though our strategies are active, and we will seek to add value to WEAS when we see appropriate opportunities, which will create periods of time where we may be concentrated in sectors, companies, or in the case of fixed income, durations than our benchmarks. Another important risk mitigation tool is being mindful of valuation and price, and as such, NorthCrest will seek to invest in holdings at prices that we believe appropriately reflect the risk/reward of the investment. Conversely, NorthCrest seeks to trim or sell investments when the relative valuation becomes less attractive.

Additional Information

NorthCrest uses information delivered and processed electronically from such sources as Factset Systems, Vestek Systems, Thomson One, Compustat, I/B/E/S, Russell, and Bloomberg.

NorthCrest does not recommend the use of margin transactions and option writing in its investment strategies. However, WEAS may at their discretion use margin in their client's accounts so that additional funds are available to invest in NorthCrest strategies.

All investments in securities, whether in stocks, fixed-income securities, or other investment vehicles, involve risk of loss. We encourage WEAS and WEAS' prospective clients to carefully review the information provided before engaging the services of NorthCrest. Additional resources related to the risks of investing can be found on the Securities and Exchange Commission website at http://www.sec.gov.

Quantitative Screening Models

Some of NorthCrest's strategies implement company sectors and across individual companies or bond issues, though our strategies are active, and we will seek to add value to WEAS when we see appropriate opportunities, which will create periods of time where we may be concentrated in sectors, companies, or in the case of fixed income, durations than our benchmarks. Another important risk mitigation tool is being mindful of valuation and price, and as such, NorthCrest will seek to invest in holdings at prices that we believe appropriately reflect the risk/reward of the investment. Conversely, NorthCrest seeks to trim or sell investments when the relative valuation becomes less attractive.

Fundamental Analysis

NorthCrest also employs fundamental analysis in its security selection process. Some NorthCrest strategies use fundamental analysis in conjunction with quantitative screening models, while other strategies are entirely driven by bottom-up fundamental analysis. For all equity strategies, NorthCrest seeks to utilize a variety of information, evaluating such attributes as company products and markets, business drivers and risk factors, industry trends, and the macroeconomic environment. The underlying fundamental analysis of holdings in NorthCrest's fixed income strategies is predicated on NorthCrest's view of credit profile and the attractiveness of the relative spreads in the context of the fundamental outlook of each individual issue in conjunction with the broader macroeconomic outlook and its implications for the interest rate environment.

Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security can move up or down along with the overall market regardless of the economic and financial factors considered in evaluating the security.

Process

Using quantitative screening and fundamental analysis allows NorthCrest to build diversified portfolios of the holdings. While the number of holdings in each of NorthCrest's strategies varies, we strive to create diversified portfolios as we believe this to be a key risk management tool. NorthCrest strategies generally diversify across

Item 9. Disciplinary Information

There have been no legal or disciplinary events involving NorthCrest or the management team that are material to WEAS or WEAS' clients or WEAS' prospective client's evaluation of our advisory business or the integrity of our management.

Item 10. Other Financial Industry Activities and Affiliations

Neither NorthCrest nor any of its management personnel are registered with a futures commission merchant, commodity pool operator, or commodity trading advisor.

NorthCrest and its management personnel do not have material arrangements with a related person, that is:

1. A municipal securities dealer, government securities dealer or broker;
2. Except as described below, an 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. Registered security-based swap dealer or participant;
4. A futures commission merchant, commodity pool operator, or commodity trading advisor;
5. A banking or thrift institution;

6. An accountant or accounting firm;
7. A lawyer or law firm;
8. A pension consultant;
9. A real estate broker or dealer; or
10. A sponsor or syndicator of limited partnerships.

Relationship with Affiliated Registered Investment Advisers

As mentioned above, NorthCrest is affiliated with Wealth Enhancement Advisory Services, LLC (WEAS), a registered investment adviser with the Securities & Exchange Commission. NorthCrest offers its services to WEAS. NorthCrest does not offer its services to unaffiliated investment advisers. WEAS financial advisors face a conflict of interest in selecting or recommending NorthCrest to its clients and when recommending that its clients increase allocations in NorthCrest strategies. Additional information about WEAS, including a copy of its Form ADV Part 2 Brochure, is available at www.adviserinfo.sec.gov.

Advisory Solutions Group, LLC

NorthCrest affiliate, Advisory Solutions Group, LLC ("ASG") is a wholly owned subsidiary of Wealth Enhancement and a registered investment adviser with the U.S. Securities and Exchange Commission.

ASG operates independently in providing investment strategy and other support services. ASG services may be recommended by WEAS or selected for WEAS clients on an individual basis and based upon each client's needs and investment objectives. In recommending or selecting ASG services for its clients (including increasing allocations to ASG strategies), WEAS experiences a conflict of interest because use of an affiliated adviser could benefit the Wealth Enhancement enterprise. WEAS does not receive referral fees from ASG related to WEAS clients who use ASG services.

WEAS manages their clients' accounts pursuant to ASG investment strategies consistent with the fiduciary duties WEAS owes to its clients. Clients are under no obligation to purchase services from ASG. Fees for services provided by ASG to WEAS clients are generally separate and distinct from the advisory fee charged by WEAS and are charged in addition to the advisory fee charged by WEAS. Additional information about ASG, including a copy of its Form ADV Part 2 Brochure, is available at www.adviserinfo.sec.gov.

Relationship with Affiliated and Unaffiliated Broker - Dealers

Certain members of NorthCrest's management team are Registered Representatives of Wealth Enhancement Brokerage Services, LLC. Plymouth, MN, a registered Broker-Dealer, Member FINRA and SIPC ("WEBS"). WEAS clients are under no obligation to purchase or sell securities through WEBS.

NorthCrest is affiliated with Wealth Enhancement Brokerage Services, LLC, member FINRA/SIPC ("**WEBS**"), an introducing broker-dealer.

Relationship with Affiliated Insurance Agents

American Benefits Planning Group, LLC ("**ABPG**"), a wholly owned subsidiary of Wealth Enhancement Group, is a licensed insurance agency. To the extent ABPG or NorthCrest provide services to WEAS, such services would be recommended or initiated by WEAS' investment advisor based on the individual needs of WEAS' client and not related to the services provided by NorthCrest.

Relationship with Affiliated Trust Company

NorthCrest affiliate, Wealth Enhancement Tax & Consulting Services, LLC ("WETCS") is a wholly owned subsidiary of WEG and in such capacity may offer services for a fee or complimentary to investment advisory clients of WEAS.

WETCS offerings are recommended to clients of WEAS on an individual basis and based upon a good faith judgment of a client's specific needs. The recommendation could result in conflicts of interest for WEAS as an affiliate. WEG will directly benefit from a client utilizing an affiliate's services based upon its recommendation because it will generate revenue for the affiliated subsidiary and WEG.

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

Code of Ethics Summary and Offer

Section 204A-1 of the Investment Advisers Act of 1940 requires all Investment Advisers to establish, maintain and enforce a Code of Ethics. NorthCrest has a Code of Ethics. An Investment Adviser is considered a fiduciary according to the Investment Advisers Act of 1940. As a fiduciary, it is an Investment Adviser's responsibility to provide full and fair disclosure of all material facts and to always act solely in the best interest of each of its clients. NorthCrest has a fiduciary duty to WEAS. This fiduciary duty is considered the core underlying principle for NorthCrest's Code of Ethics, which also covers its Insider Trading and Personal Securities Transactions Policies and Procedures. NorthCrest requires the conduct of business with the highest level of ethical standards and to comply with all federal and state securities laws at all times.

NorthCrest has the responsibility to make sure that the interests of WEAS are placed ahead of NorthCrest's own investment interests. Full disclosure of all material facts and potential conflicts of interest, through this ADV, is provided to WEAS for use with their clients before any services are conducted. NorthCrest must conduct business in an honest, ethical, and fair manner and avoid all circumstances that might negatively affect or appear to affect our duty of complete loyalty to all clients. This disclosure is provided to give WEAS and WEAS' clients a summary of NorthCrest's Code of Ethics. WEAS will provide the NorthCrest Code of Ethics in its entirety to WEAS clients, upon request.

Annual Review of Compliance Policies, Procedures, and Systems

NorthCrest, per Securities and Exchange Commission guidelines, performs an annual review of its Code of Ethics, compliance policies and procedures, and systems to ensure that procedures, client interactions, Investment Management Department functions, compliance controls, and reporting systems are properly aligned and operating in a regulatory compliant manner.

Personnel Trading Policy

From time to time, NorthCrest or one or more of its associated persons may purchase or own the same securities and investments that are part of the portfolio of NorthCrest's investment strategy. WEAS' Financial Advisors may recommend these strategies to their clients. The fact that NorthCrest associated persons may have personal securities accounts is a conflict of interest because they could trade ahead in their personal securities account the same securities that they are trading and managing in the NorthCrest investment strategies. This may result in better execution in their personal securities account. WEAS clients who are invested in NorthCrest investment strategies could be at a disadvantage due to their trading ahead.

NorthCrest has adopted policies and procedures to ensure that such conflicts are fully disclosed and that neither NorthCrest, nor its associated persons may trade ahead of, or otherwise against, the management of NorthCrest investment strategies. It is the policy of NorthCrest that the interests of WEAS is placed ahead of the interests of NorthCrest investment strategy accounts and personal accounts of NorthCrest supervised persons.

Designed to prevent conflicts of interest between the financial interests of WEAS and the interests of NorthCrest's associated persons, the Code requires supervised persons who are "access persons" to obtain preapproval of certain securities transactions, to report transactions quarterly and to report all securities positions in which they have a beneficial interest at least annually. These reporting requirements allow the firm to determine whether to allow or prohibit certain employee securities purchases and sales based on transactions made, or anticipated to be made, in the same securities for NorthCrest's investment strategies. The Code also establishes certain bookkeeping requirements relating to federal reporting rules. The Code is required to be reviewed annually and updated, as necessary.

The foregoing policies and procedures are not applicable to: (1) transactions in any account for which neither NorthCrest nor its advisory affiliates have any direct or indirect influence or control; and (2) transactions in securities that are direct obligations of the U.S. government, bankers' acceptances, bank certificates of deposit, commercial paper, and high-quality, short-term debt instruments, including repurchase agreements or shares issued by registered open-end investment companies.

NorthCrest has also established policies and procedures for conflicts of interest and comply with applicable provisions of The Insider Trading and Securities Fraud Enforcement Act of 1988 (ITSFEA). To avoid conflicts of interest with clients and to ensure compliance with ITSFEA, NorthCrest, among other things, does the following:

- Provides ongoing continuing education regarding avoiding conflicts of interest and complying with ITSFEA.
- Requires supervised persons to report quarterly securities trading in personal accounts for covered securities (i.e., individual stocks, bonds, ETFs).
- Prohibits supervised persons from executing securities transactions in NorthCrest investment strategies or on their personal accounts based on information that is not available to the public upon reasonable inquiry.
- In the event NorthCrest has direct clients and they employ Financial Advisors who are the advisor of the direct client, NorthCrest will inform them that they are not required to purchase securities through NorthCrest or their NorthCrest Financial Advisor. If they choose to purchase securities through their NorthCrest Financial Advisor, the transaction must be affected through a NorthCrest approved trading platform.

Item 12. Brokerage Practices

Brokerage Discretion

In discussion with NorthCrest, WEAS' investment advisors, through their discretionary authority, will determine : (1) which securities are bought and sold to align with a NorthCrest strategy and (2) the total amount of such purchases and sales and whether transactions in multiple WEAS client accounts should be combined and traded as a "block" for purposes of seeking a more efficient transaction or better pro-rata price. WEAS effectuates the trading of WEAS client accounts based on NorthCrest investment strategies.

NorthCrest has full discretion as to the product composition of NorthCrest investment strategies with the condition that NorthCrest's discretionary authority may be subject to conditions imposed by WEAS through WEAS' clients such as, for example, limitations of the composition of NorthCrest investment strategies related to specific securities.

Details regarding WEAS' brokerage discretion may be found in WEAS' Form ADV Part 2 Brochure, available at www.adviserinfo.sec.gov.

Item 13. Review of Accounts

WEAS client accounts are reviewed by the WEAS investment adviser, who will consult with NorthCrest portfolio manager(s), Investment Management involves frequent monitoring and occasional rebalancing of client portfolios at both the individual account level and/or at the household level. This generally occurs quarterly. The reviews consider some or all the following factors: portfolio holdings and performance, market performance, asset allocation, client guidelines, risk management and the outlook for the financial markets and for specific sectors and securities.

NorthCrest and WEAS review, in varying levels of detail, the equity securities held in the WEAS client accounts as part of NorthCrest's valuation process. Individual security price levels, price changes and company news for many of the equity securities held in client accounts are monitored daily.

Reports are sent to WEAS clients, invested in NorthCrest investment strategies, by their WEAS financial advisor, at least quarterly, including at minimum information on end-of-period holdings. Depending on client requirements, other information may include transactions, performance, realized gains/losses, and characteristics of the portfolio.

Additionally, WEAS clients will receive statements directly from their account custodian(s) monthly and can review their account holdings as well as all transactions made within the account via an on-line service made available to the WEAS client by the custodian.

Item 14. Client Referrals and Other Compensation

No one provides an economic benefit to NorthCrest for providing investment advice or other advisory services other than indirectly through WEAS. NorthCrest does not, directly, or indirectly, compensate WEAS for recommendations to WEAS clients of NorthCrest investment strategies. WEAS, an affiliate of NorthCrest, does have agreements with certain custodians and brokers regarding client referrals. Please refer to WEAS' Form ADV Part 2 Brochure for additional information on these arrangements.

Item 15. Custody

NorthCrest does not maintain physical custody of any WEAS client assets, nor is NorthCrest deemed to have custody because we are not able to deduct NorthCrest advisory fees directly from WEAS client accounts.

Item 16. Investment Discretion

NorthCrest exercises discretionary authority in the securities composition of NorthCrest investment strategies. WEAS exercises discretionary authority over WEAS clients' accounts. NorthCrest provides WEAS changes and modifications to NorthCrest investment strategies, of which WEAS directs the investment of each WEAS client' account subject to NorthCrest changes and the investment objectives and guidelines agreed upon between WEAS and WEAS clients. WEAS clients may impose limitations to the investments held within their account. Such limitations should be directed in writing by WEAS clients to WEAS. WEAS communicates limitations to NorthCrest for NorthCrest to determine if the limitation impacts NorthCrest's securities composition of the investment strategies.

Item 17. Voting Client Securities

Certain WEAS clients have authorized WEAS and NorthCrest to vote proxies while others have directed both to not vote proxies. To help fulfill our duty to vote proxies in the best interests of WEAS and WEAS clients who have authorized and directed to vote proxies, NorthCrest engages Broadridge Proxy Edge, an independent research firm serving institutional investors, for proxy research and voting recommendations.

In making recommendations, Broadridge Proxy Edge follows guidelines that comply with the fiduciary duty under ERISA that requires retirement plan sponsors to protect fund assets. NorthCrest believes these guidelines are equally relevant outside the confines of ERISA. NorthCrest has adopted proxy voting policies and procedures that detail our exact proxy guidelines and outline the systems and procedures we use to vote proxies and maintain records. NorthCrest believes that its proxy voting policies and procedures are designed to promote the best interest of WEAS and WEAS clients.

In cases where we are directed to not vote proxies, we will not take any actions or render any advice with respect to voting of proxies. In those instances, we coordinate with WEAS to arrange with the custodian for all proxy- related materials to be sent to WEAS clients directly. Upon request, NorthCrest will provide WEAS to deliver to WEAS clients a copy of the Proxy Voting Policies and Procedures and/or a report of how it voted proxies.

Item 18. Financial Information

No balance sheet is required as NorthCrest neither requires nor solicits WEAS clients to prepay advisory fees exceeding $1,200 six months or more in advance. NorthCrest does not assess an investment advisory fee to WEAS nor WEAS clients. Because NorthCrest provides investment services to WEAS and has discretionary authority over the investment strategies, it is required to disclose any financial condition that is likely to impair its ability to meet contractual commitments. As of the date of this brochure, NorthCrest is not, and has never been, the subject of a bankruptcy petition or proceeding and is not subject to a financial condition that would be reasonably likely to impair its ability to meet contractual commitments.

Privacy of Client Information

At NorthCrest Asset Management, LLC ("**NorthCrest**"), maintaining the trust and confidence of WEAS and the clients of investment advisers for which we may, in the future, provide sub-advisory services (collectively, our "Clients") is a high priority. That is why we want you to understand how we protect your privacy as we collect and use your information to provide products and services that support your investment needs. We are strongly committed to fulfilling the trust that is the very foundation of your expectations. Therefore, we have adopted and adhere to the following policy regarding the privacy of our Clients' nonpublic personal information.

1. Non- Public Personal Information That We Collect

- We collect nonpublic personal information about our Clients from some, or all, of the following sources:
- Information we receive from the completion of our new account form, fact-finding questionnaires, and product applications;
- Investment transactions with us, our affiliates, and those product sponsors with whom we have selling agreements or other arrangements for the provision of services to Clients;
- Consumer reporting agencies; and
- Affiliated and nonaffiliated product sponsors whose products are owned by our Clients.

2. Use of Nonpublic Personal Information

We disclose, to the extent collected as defined above, nonpublic personal information to affiliated and nonaffiliated companies that provide contracted services to more effectively and efficiently service our Clients. We ensure contractual restrictions on the affiliated and nonaffiliated companies use and disclosure of the nonpublic personal information we disclose. Affiliated companies are defined as companies related by common ownership or control. Nonaffiliated companies are defined as companies not related by common ownership or control.
Affiliated and nonaffiliated companies with whom we disclose nonpublic personal information include, but are not limited to:

- Companies affiliated with NorthCrest;
- Mutual fund companies, insurance companies and other product sponsors to effect purchases and sales and allow for the servicing of client accounts;
- The broker-dealer through whom we execute securities transactions;
- Clearing agencies through whom we clear and settle securities transactions;
- Third-party investment advisory firms with whom we have relationships for the management of Client advisory accounts;
- Broker-dealer firms having regulatory requirements to supervise certain activities of representatives who are also registered with a broker-dealer;
- Banks and other financial institutions with whom we have arrangements for the marketing and sale of our products and services; and
- Companies that provide services to us that assist with the maintenance of required books and records or to facilitate mailings on our behalf

We do not disclose your information to nonaffiliated companies who intend to market their products to you.

3. Protection of Nonpublic Personal Information

We have established information security practices and procedures to prevent unauthorized use or access to nonpublic personal information. Access to nonpublic personal information is made available to our employees who process or service transactions and fulfill compliance, legal or audit functions. Our computer systems utilize password protection to prevent access by unauthorized personnel, and we employ other physical, electronic, and procedural safeguards to ensure the protection of nonpublic personal information in accordance with state and federal privacy regulations.

4. "Opt- Out" of Nonaffiliated Third - Party Disclosures

If you do not want us to share your nonpublic personal information (except as permitted by law) with a nonaffiliated company, you may "Opt-Out" of nonaffiliated company disclosures. To 'Opt-Out' please send a Letter of Instruction to the address below. The Letter of Instruction requires your name, address, city, state, ZIP code, daytime phone, cell phone, and your Sub-Account number(s), along with your signature. If you have previously notified NorthCrest of your decision to "Opt-Out," then no further action is required on your part.

5. Contact Us

If you have any questions about our Privacy Policy, or if you have any questions concerning your account, please contact us at 800-492-1222. If you prefer, you may write to us at NorthCrest Asset Management, LLC, Attn: Compliance, 505 North Highway 169, Suite 900, Plymouth, MN 55441. We appreciate your business and look forward to serving your financial services needs.

Part 2B Brochure Supplement

This brochure supplement provides information about Edward Douglas Huber, Christopher DeCarolis, Ayako Yoshioka, and Ariel da Silva, that supplements the NorthCrest Asset Management ADV Part 2A brochure. Questions regarding NorthCrest Asset Management, LLC (also referred to as "NorthCrest") ADV 2A brochure, may be directed in writing to: NorthCrest Asset Management, LLC, Attention: Compliance, 505 North Highway 169, Suite 900, Plymouth, MN 55441.

Item 1 – General Information

Office Location: 505 North Highway 169, Suite 900, Plymouth, MN 55441 | Phone number: 763-417-1700

Item 2 – Educational Background and Business Experience

NAME: Edward Douglas Huber	TITLE: Deputy Chief Investment Officer	YEAR OF BIRTH: 1985

EDUCATIONAL BACKGROUND:

- Babson College, Bachelor of Science – Finance and Economics, Wellesley, MA; 2008

BUSINESS BACKGROUND:

- Wealth Enhancement Group, Deputy Chief Investment Officer, 04/2021 – Present
- North American Management, Director of Manager Research, 09/2014 – 04/2021

NAME: Christopher DeCarolis	TITLE: Senior Portfolio Manager, CFA®	YEAR OF BIRTH: 1992

EDUCATIONAL BACKGROUND:

- Villanova University, Bachelor of Arts – Economics, Villanova, PA; 2014

BUSINESS BACKGROUND:

- Wealth Enhancement Advisory Services, Registered Admin, 06/2022 – Present
- Wealth Enhancement Group, Senior Portfolio Manager, 08/2024 – Present
- Wealth Enhancement Group, Senior Investment Analyst, 06/2022 – 08/2024
- Kings Point Capital Management, Research Analyst, 11/2015 – 06/2022

NAME: Ayako Yoshioka	TITLE: Director, Senior Investment Strategist, CFA®	YEAR OF BIRTH: 1975

EDUCATIONAL BACKGROUND:

- University of California, Los Angeles, Bachelor of Arts – International Economics, Los Angeles, CA; 1997

BUSINESS BACKGROUND:

- Wealth Enhancement Advisory Services, LLC, Registered Admin, 07/2021 – Present
- Wealth Enhancement Group, Director, Senior Investment Strategist, 01/2026 – Present
- Wealth Enhancement Group, Senior Portfolio Consultant, 01/2022 – 12/2025
- Wealth Enhancement Group, Senior Portfolio Consultant, 01/2022 – 08/2024
- Wealth Enhancement Group, Senior Portfolio Manager, 07/2021 – 12/2021
- Oakwood Capital Management, Director of Equity Investments, 09/2014 – 07/2021
- 300 North Capital, Director of Research & Sr. Vice President, 09/2008 – 09/2014
- Provident Investment Counsel, VP – Research, 01/2004 – 09/2008

NAME: Ariel da Silva	TITLE: Director of Fixed Income	YEAR OF BIRTH: 1974

EDUCATIONAL BACKGROUND:

- Loyola Marymount University, BBA – Business Administration with Emphasis in International Business, Los Angeles, CA; 1997

BUSINESS BACKGROUND:

- Wealth Enhancement Advisory Services, LLC, Registered Admin, 07/2021 – Present
- Wealth Enhancement Group, Director of Fixed Income, 07/2021 – Present
- Oakwood Capital Management LLC, SVP, Director of Fixed Income Investments, 05/2014 – 06/2021

PROFESSIONAL DESIGNATION:

CHARTERED FINANCIAL ANALYST (CFA®): The Chartered Financial Analyst (CFA®) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA® Institute, the largest global association of investment professionals. There are currently more than 90,000 CFA® charter holders working in 134 countries. To earn the CFA® charter, candidates must: 1) pass three sequential, six- hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA® Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA® Institute Code of Ethics and Standards of Professional Conduct. The CFA® Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA® charter holders to place their clients' interests ahead of their own, maintain independence and objectivity, act with integrity, maintain and improve their professional competence, disclose conflicts of interest and legal matters. The CFA® Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA® Program test proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning. The CFA® Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

Item 3 – Disciplinary Information

None of the investment management department members noted above has any legal or disciplinary events to report.

Item 4 – Other Business Activities

Activity 1 – Registered Representative of Wealth Enhancement Advisory Services, LLC

Although NorthCrest Asset Management LLC (NorthCrest') does not sell products or services, other than investment strategies as a sub-adviser to Wealth Enhancement Advisory Services LLC (WEAS'), some of the investment management department managing NorthCrest investment strategies and portfolios may be licensed as an Investment Adviser Representative with WEAS. NorthCrest and WEAS are affiliated companies. This means the two companies are under common ownership. When not acting in their separate capacity as an Investment Adviser Representative of WEAS, the investment management department members listed above are responsible for economic analysis, portfolio management, composition, allocation, and trading of NorthCrest portfolios.

Activity 2 – Other Activities

The investment management department members noted above do not engage in any other business activities that provide a substantial source of their income or involve a substantial amount of their time.

Item 5 – Additional Compensation

In addition to the description of additional compensation provided in Item 4, the investment management department members will receive expense reimbursement for travel and/or marketing expenses from distributors of investment and/or insurance products. Travel expense reimbursements are typically a result of attendance at due diligence and/or investment training events hosted by the product sponsors. Marketing expense reimbursements are typically the result of informal expense sharing arrangements in which product sponsors may underwrite costs incurred for marketing such as advertising, publishing, and seminar expenses.

Item 6 – Supervision

Supervised Persons of NorthCrest and Supervised Persons of WEAS and as such, under the direction of Stephanie Cain, Vice President of Supervision & Investigations/Complaints/Office Inspections (ICI) Compliance (phone number 763-417-1700), the WEAS Supervision Department monitors Supervised Persons' activities for adherence to our policies and procedures in the performance of their daily activities and responsibilities to us and you. NorthCrest has implemented a Code of Ethics, similar to WEAS' Code of Ethics, which is an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to clients of WEAS that are sub-advisory clients of NorthCrest. WEAS Supervision department has controls in place to monitor our portfolio management processes in accordance with NorthCrest's fiduciary obligations to sub- advisory clients. In addition, Supervised Persons are required to complete regulatory compliance training. Further, NorthCrest is subject to regulatory oversight by various agencies. As a registered entity, NorthCrest is subject to examinations by regulators, which may be announced or unannounced.