

***Cover Page***

**JESSE SELL, CFP®, CRPC®**

**106 Chestnut Street E., Suite 307  
Stillwater, MN 55082**

**Phone: (651) 289-6683**

February 5, 2025

**FORM ADV PART 2  
BROCHURE SUPPLEMENT**

**This brochure supplement provides information about Jesse Sell that supplements the Prevail Financial Partners, LLC brochure. You should have received a copy of that brochure. Please contact Jesse Sell if you did not receive a Prevail Financial Partners, LLC's brochure or if you have questions about this supplement. Mr. Sell's CRD number is 2221965.**

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

***Educational Background and Business Experience***

Jesse Sell  
Managing Principal and CCO  
Year of Birth: 1967

**Business Background:**

Prevail Financial Partners, LLC, Managing Principal and CCO, March 2019 - Present

Ameriprise Financial Services, Inc., Financial Advisor, June 2008 – February 2019

Piper Jaffray Companies, Equity Trader, February 1992 – March 2008

**Educational Background:**

University of St. Thomas, Opus College of Business, Bachelor of Arts in Business Administration – Financial Management, Graduated: 1989

**Relevant Designations**

**CERTIFIED FINANCIAL PLANNER <sup>TM</sup> Practitioner (CFP®)**

This program is sponsored by the CFP Board of Standards. Before applying for the CFP® Certification Examination, you need to meet the six course education requirements (or their equivalent) as set by CFP Board as well as a financial plan development course registered with CFP Board. Additionally, a bachelor's degree (or higher), or its equivalent, in any discipline, from an accredited college or university is required to attain CFP® certification. Additional requirements include successful completion of the CFP® Certification Examination, which tests your ability to apply your financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions. Because of the integrated nature of financial planning, however, each session may cover all topic areas (personal financial planning, risk management, income taxes, investments, retirement planning, and estate planning). In addition to the education requirements, there is an experience requirement, which is currently at least three years of qualifying full-time work experience in personal financial planning. There are additional requirements for candidates and registrants to pass Fitness Standards and a Background Check and to agree to abide by CFP Board's *Code of Ethics and Professional Responsibility*, *Rules of Conduct* and *Financial Planning Practice Standards*. Certificants must continue to meet continuing education requirements which presently include obtaining 30 hours of continuing education in selected subjects every two calendar years, including a two-hour CFP Ethics course. For more details, see [www.cfp.net](http://www.cfp.net).

**CHARTERED RETIREMENT PLANNING COUNSELOR (CRPC®)**

Chartered Retirement Planning Counselor (CRPC) is a professional financial planning designation awarded by the College for Financial Planning. Individuals may earn the CRPC designation by

completing a study program and passing a final multiple-choice examination. The CRPC program is developed with a focus on client-centered problem solving. Applicants gain in-depth knowledge of individuals' needs both before and after retirement. The College for Financial Planning describes the program as helping financial planners and advisers define and create a "road map for retirement" for their clients. Successful applicants earn the right to use the CRPC designation with their names for two years, which can improve job opportunities, professional reputation and pay. Every two years, CRPC professionals must complete 16 hours of continuing education and pay a small fee to continue using the designation.

Form ADV, Part 2B, Item 3

***Disciplinary Information***

Mr. Sell does not have any reportable disciplinary disclosures.

Form ADV, Part 2B, Item 4

***Other Business Activities***

Mr. Sell is the Secretary/Treasurer for his neighborhood Homeowners Association.

Form ADV, Part 2B, Item 5

***Additional Compensation***

Jesse Sell does not receive an economic benefit for providing advisory services from anyone who is not a client.

Form ADV, Part 2B, Item 6

***Supervision***

Prevail Financial Partners, LLC has written supervisory procedures in place that are reasonably designed to detect and prevent violations of the securities laws, rules, and regulations of the Minnesota Securities Act. Mr. Sell is Prevail Financial Partners, LLC's Chief Compliance Officer and the sole Investment Advisory Representative ("IAR") of the firm, therefore he is responsible for all of the activities that occur on behalf of Prevail Financial Partners, LLC and its clients.

Form ADV, Part 2B, Item 7

***Requirements for State-Registered Advisers***

Jesse Sell does not have any reportable disciplinary events required to be disclosed in this section.