

Jacob I. Duke

Form ADV Part 2B



This brochure supplement provides information about Jacob Duke that supplements the Applied Capital LLC ADV 2B firm brochure. You should have received a copy of that brochure. Please contact Chris Williams, Chief Compliance Officer, if you did not receive the ADV 2A firm brochure or if you have any questions about the contents of this supplement.

Additional information about Jacob Duke is also available on the SEC's website at www.adviserinfo.sec.gov.

Applied Capital LLC

Form ADV Part 2B - Individual Disclosure Brochure

for

Jacob Duke

Investment Adviser Representative
Personal CRD #: 7141860

Applied Capital
415 N. McKinley Street
Suite 1045
Little Rock, AR 72205
(501) 500-0893

jacob.duke@appliedcapital.com

Updated: 09/30/2021

Item 2: Educational Background and Business Experience

Name: Jacob Duke

Education Background:

MBA, Louisiana Tech University - 2017

BS Finance, Louisiana Tech University - 2016

Designations:

CFP® - Certified Financial Planner

The CERTIFIED FINANCIAL PLANNERTM, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination - Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics - Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- i. Continuing Education - Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- ii. Ethics - Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

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Business Experience:

07/2019 - Present	Financial Advisor Applied Capital
11/2017 - 06/2019	Investment Operations Administrator Argent Financial Group
03/2016 - 10/2017	Reporting Analyst Argent Financial Group

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Jacob Duke is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Jacob Duke does not receive any economic benefit from any person, company, or organization, other than Applied Capital in exchange for providing clients advisory services through Applied Capital.

Item: 6 Supervision

Jacob Duke is supervised by Chris Williams, the Chief Compliance Officer of Applied Capital, as well as Brad Raines, the Principal Financial Advisor of the Little Rock office. Chris Williams' phone number is 501-500-0897 and email address is chris.williams@appliedcapital.com. Brad Raines' phone number is 501-500-0890 and email address is brad.raines@appliedcapital.com. Jacob Duke adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual.