

**FORM ADV
DISCLOSURE BROCHURE**

THE J R BAKER GROUP

“Insightful, Strategic, Creative”

INVESTMENT ADVISERS

560 McMurray Road

Buellton, CA 93427

805-688-8562

FEBRUARY 24, 2021

THIS BROCHURE PROVIDES INFORMATION ABOUT THE QUALIFICATIONS AND BUSINESS PRACTICES OF THE J R BAKER GROUP. IF YOU HAVE QUESTIONS ABOUT THE CONTENTS OF THIS BROCHURE, PLEASE TELEPHONE US AT 805-688-8562. THE INFORMATION IN THIS BROCHURE HAS NOT BEEN APPROVED OR VERIFIED BY THE UNITED STATES SECURITIES AND EXCHANGE COMMISSION NOR BY ANY STATE SECURITIES AUTHORITY. PLEASE NOTE THAT A REGISTERED INVESTMENT ADVISER DOES NOT IMPLY A CERTAIN LEVEL OF SKILL OR TRAINING.

ADDITIONAL INFORMATION ABOUT THE J R BAKER GROUP IS AVAILABLE ON THE SEC'S WEBSITE AT WWW.ADVISERINFO.SEC.GOV. YOU CAN SEARCH THIS SITE BY A UNIQUE IDENTIFYING NUMBER, KNOWN AS A IARD NUMBER. THE IARD NUMBER FOR THE J R BAKER GROUP IS 132931.

ITEM 2 – MATERIAL CHANGES

SUMMARY OF MATERIAL CHANGES

THIS SECTION OF THE BROCHURE WILL ADDRESS ONLY THOSE “MATERIAL CHANGES” THAT HAVE BEEN INCORPORATED SINCE OUR LAST DELIVERY OR POSTING OF THIS DOCUMENT ON THE SEC’S PUBLIC DISCLOSURE WEBSITE (IAPD) WWW.ADVISERINFO.SEC.GOV.

THERE FOLLOWING ARE MATERIAL CHANGES SINCE OUR LAST ANNUAL FILING ON FEBRUARY 4, 2020.

ITEM 18: The firm received a Paycheck Protection Plan Loan (\$37,693.00) through the SBA in conjunction with the relief afforded from the CARES Act. The firm procured the loan to guarantee payroll due to the potential of decreased revenue associated with the unprecedented health pandemic. It also aids in supporting and retaining our staff and support the ongoing operations due to the potential for continued revenue decline.

IF YOU WOULD LIKE ANOTHER COPY OF THIS BROCHURE, PLEASE DOWNLOAD IT FROM THE SEC WEBSITE AS INDICATED ABOVE OR YOU MAY CONTACT OUR CHIEF COMPLIANCE OFFICER, JOEL BAKER AT 805-688-8562 OR JBAKER@JRBAKERGROUP.COM.

WE ENCOURAGE YOU TO READ THIS DOCUMENT IN ITS ENTIRETY.

ITEM 3 – TABLE OF CONTENTS

Item 1 – Cover Page	1
Item 2 – Material Changes	2
Item 3 – Table of Contents.....	3
Item 4 – Advisory Business	4
Item 5 – Fees and Compensation	8
Item 6 – Performance-Based Fees and Side-By-Side Management	10
Item 7 – Types of Clients.....	10
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss.....	10
Item 9 – Disciplinary Information	15
Item 10 – Other Financial Industry Activities and Affiliations	15
Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	15
Item 12 – Brokerage Practices	16
Item 13 – Review of Accounts	16
Item 14 – Client Referrals and Other Compensation	17
Item 15 – Custody	17
Item 16 – Investment Discretion	18
Item 17 – Voting Client Securities.....	18
Item 18 – Financial Information.....	19
Item 19 – Requirement for State Registered Advisors	19
Supplemental Brochure	21

ITEM 4 – ADVISORY BUSINESS

J R Baker Group (“JRB”) (*formerly known as FFR Financial and Insurance Services, LLC*) was organized in 1996 to provide investment management services to a sophisticated clientele that includes individuals, pensions and profit sharing plans, trusts, estates, and charitable organizations as well as corporations and other business entities. We call our financial and estate planning services Wealth Optimization and Legacy Planning and our investment portfolio management services we call Focused Investment Opportunity Portfolio Design and Administration Services. The firm's principal owner is Joel R. Baker who owns 75% of the business, 24% is held by the JRBG Trust, of which Joel R. Baker is the trustee, and the remaining 1% is owned by Baker Alaska, LLC of which Joel R. Baker is Manager.

JRB PLANNING SERVICES

WEALTH OPTIMIZATION AND LEGACY PLANNING

Wealth Optimization and Legacy Planning focuses on preserving, protecting, empowering and perpetuating our clients’ wealth for the benefit of future generations. We analyze the components of wealth and assist our clients in identifying what constitutes their “True Wealth”. Our system recognizes that wealth planning, in its proper role, is truly family leadership. It entails a step-by-step process that defines our clients’ values regarding “true wealth”, helps to instill those values for posterity, and creates a system for the values to be internalized.

JRB ASSET MANAGEMENT SERVICES

We are independent and objective. Our firm is owned and controlled by its management, Joel R. Baker. Our advice is objective. We do not offer proprietary products. As fiduciaries, we put the interest of our clients before our own.

THIRD PARTY MANAGERS

We provide investment advice and recommendations on the investment strategies of Third Party Managers (“Managers” or “TPM”). Selected Managers are evaluated by JRB for client use. Our services include assisting clients in identifying their investment objectives and matching personal and financial data with a select list of Managers. The intent of this service is to have a selected list of high quality and recognizable third party investment management firms from which clients can select one or more Managers to handle the day-to-day management of client account(s). Following recommendations by us, we will enter into a co-manager agreement with the selected Manager. We will assist clients in completing appropriate documents.

We will assist clients with identifying their risk tolerance and investment objectives. We will recommend a TPM and the appropriate strategy in relation to a client's stated investment objectives and risk tolerance. Clients will enter a Third Party Advisory Program Agreement directly the TPM and JRB in a co-manager agreement.

Managers selected for client investments need to meet several quantitative and qualitative criteria established by JRB. Among the criteria that may be considered are the Manager's experience, assets under management, performance record, client retention, the level of client services provided, investment style, buy and sell disciplines, capitalization level, and the general investment process.

Clients are advised and should understand that:

- A Manager's past performance is no guarantee of future results;
- There is a certain market and/or interest rate risk which may adversely affect any Manager's objectives and strategies, and could cause a loss in a Client's account(s); and
- Client risk parameters or comparative index selections provided to JRB are guidelines only and there is no guarantee that they will be met or not be exceeded.

We will be available to answer questions the client may have regarding their account and act as the communication conduit between the client and the Manager. Managers may take discretionary authority to determine the securities to be purchased and sold for an account. Neither JRB nor its associated persons will have any trading authority with respect to clients' managed account with the TPM(s).

All accounts are managed by the selected Manager. Information collected by our firm regarding Managers is believed to be reliable and accurate but we do not necessarily independently review or verify it on all occasions. All performance reporting will be the responsibility of the respective Manager. Such performance reports will be provided directly to the client and JRB. We do not audit or verify that these results are calculated on a uniform or consistent basis as provided by a Manager directly to us or through the consulting service utilized by the Manager.

JRB has entered into agreements with various independent Managers. Under these agreements, we offer clients various types of programs sponsored by these Managers. All third-party Managers to whom JRB will refer clients will be licensed as registered investment advisors by their resident state and any applicable jurisdictions or registered investment advisors with the Securities and Exchange Commission.

Third-party managed programs generally have account minimum requirements that will vary from investment advisor to investment advisor. Account minimums

are generally higher on fixed income accounts than equity based accounts. A complete description of the Manager's services, fee schedules and account minimums will be disclosed in the Manager's Form ADV or similar Disclosure Brochure which will be provided to clients at the time an agreement for services is executed and an account is established.

JRB PORTFOLIO CONSULTING SERVICES

JRB as the client's financial advisor serves as the client's investment advisor and consultant. In that role we provide services such as:

- Helping the client identify long-term goals and investment objectives
- Developing an investment strategy to achieve those goals and objectives
- Determining the ongoing suitability of third party advisor services for our clients
- Helping the client assess the performance of the client's account
- Interacting directly with the third party advisors on our client's behalf

JRB CONSULTING SERVICES

JRB provides other services to clients by separate agreement

- Personal: family records, budgeting, personal liability, estate information and financial goals.
- Tax & cash flow: income tax and spending analysis and planning for past, current and future years. JRB can illustrate the impact of various investments on a client's current income tax and future tax liability.
- Death & disability: cash needs at death, income needs of surviving dependents, estate planning and disability income analysis.
- Retirement: analysis of current strategies and investment plans to help the client achieve his or her retirement goals.
- Investments: analysis of investment alternatives and their effect on a client's portfolio.

GENERAL DISCLOSURES

Client is advised the investment recommendations and advice offered by JRB are not legal advice or accounting advice. Client should coordinate and discuss the impact of financial advice with their attorney and/or accountant. Client is advised that it is necessary to inform JRB promptly with respect to any changes in the client's financial situation and investment goals and objectives. Failure to notify JRB of any such changes could result in investment recommendations not meeting the needs of the client.

Neither JRB nor its principals are in receipt of commissions from brokerage houses as a result of managing client assets.

Please note in accordance with California Code Section 260.235.2, conflict of interest disclosure JRB adheres to the following:

- (a) A conflict exists between the interests of the firm and the interests of the client;
- (b) Client's is under no obligation to act upon the Advisor's recommendation;
- and
- (c) If the client elects to act on any of the recommendations made by the firm via the Financial Plans services provided, the client is under no obligation to effect the transaction through the Advisor.

All material conflicts of interest under CCR Section 260.238 (k) are disclosed regarding the investment adviser, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.

WARRANTEES/REPRESENTATIONS

JRB does not represent, warrant or imply that the services or methods of analysis used by JRB can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to major market corrections or crashes. No guarantees can be offered that client's goals or objectives will be achieved. Further, no promises or assumptions can be made that the advisory services offered by JRB will provide a better return than other investment strategies. The level of experience of advisory representatives will vary.

PRIVACY NOTICE

JRB gathers non-public information from clients in order to provide advisory products and services. JRB does not share nonpublic information with nonaffiliated third parties except as permitted by law. Clients will be provided with a copy of JRB's privacy policy upon establishment of a client relationship with JRB and annually thereafter as long as client remains an active client.

WRAP FEE PROGRAM

We do not participate in a Wrap Fee Program.

ASSETS UNDER MANAGEMENT

For the period ending December 31, 2020, JRB managed client assets valued at \$30,228,929 on a co-managed discretionary basis. There are no-discretionary assets.

ITEM 5 - FEES AND COMPENSATION

PLANNING AND ASSET MANAGEMENT SERVICES WEALTH OPTIMIZATION AND LEGACY PLANNING

JRB will provide on-going maintenance of client's financial plan at a rate to be negotiated with each client. Financial planning fees are payable one-half upon signing of engagement and the balance upon JRB's presentation of financial plan document to client. Planning services are offered on a negotiated basis between \$100 and \$300,000.

THIRD PARTY MANAGEMENT ("TPM PROGRAM" OR "TPM") FEES

Fees and billing methods are outlined in each respective Manager's Brochure and the co-managed Advisory Contract. The Client pays an on-going fee directly to the Manager based upon a percentage of client assets under management with respect to each Manager. The manager will pay a portion not to exceed 1.15% to JRB. The fees for investment management are based on an annual percentage of assets under management and are applied to the household asset value on a pro-rata basis and billed quarterly in advance. The initial fee will be based upon the date the account is accepted for management by execution of the advisory agreement or when the assets are transferred through the last day of the current calendar quarter. Thereafter, the fee will be based on the account value at each quarter last business day. The market value will be determined as reported by the Custodian. Fees are assessed on all assets under management, including securities, cash and money market balances. The market value will be determined as reported by the Custodian. Fees are assessed on all assets under management, including securities, cash and money market balances.

The minimum account size for participating in a TPM Program will vary from Manager to Manager. All such minimums will be disclosed in the respective Manager's Brochure. We may have the ability to negotiate such minimums for our clients.

Clients may terminate the relationship in accordance with the respective Managers' disclosure documents. Pre-paid fees will be refunded in accordance with the respective Manager's agreement and disclosure documents.

A Manager relationship may be terminated at the client's or our discretion. We may at any time terminate the relationship with a Manager that manages our client's assets. We will notify clients of instances where we have terminated a relationship with any Manager they are investing with. We will not conduct on-going supervisory reviews of the Manager following such termination.

Factors involved in the termination of a Manager may include a failure to adhere to their stated management style or a client's objectives, a material change in the professional staff of the Manager, unexplained poor performance,

unexplained inconsistency of account performance, or our decision to no longer include the Manager on our list of approved Managers.

We offer several investment management programs. Account custodial services may be provided by several account custodians depending on the investment management program offered. Programs may have higher or lower fees than other programs available through JRB or available elsewhere. Investment management programs may differ in the services provided and method or type of management offered, and each may have different account minimums. Client reports will depend upon the management program selected. Please see complete details in the program brochure and custodial account agreement for each program recommended and offered.

JRB PORTFOLIO CONSULTING SERVICES

Portfolio consulting services are offered on a negotiated basis. Specific fee arrangements are fully disclosed in the client agreement. We will not require prepayment of more than \$500 in fees per client, six (6) or more months in advance of providing any services.

JRB CONSULTING SERVICES

Consulting services are offered on a negotiated basis. Specific fee arrangements are fully disclosed in the client agreement. We will not require prepayment of more than \$500 in fees per client, six (6) or more months in advance of providing any services.

TERMINATION

As previously stated, JRB provides advisory services to clients in a number of different ways and calculation of fees may vary by services provided. A client may terminate advisory services within five (5) business days after entering into the advisory agreement without penalty.

After five (5) business days of entering into the advisory agreement, client may terminate upon JRB's receipt of client's written notice to terminate. Client will be responsible for any time spent by JRB in providing, researching or preparing the client's requested advisory services. The advisory relationship or agreement between client and JRB will be deemed completed and terminated upon presentation of the analysis and recommendations and receipt of payment in full.

GENERAL DISCLOSURES

Advice offered by advisory representatives may involve investment in mutual funds. While mutual funds may carry loads (i.e. sales charges) that may be up-

front or on a contingent deferred basis, JRB does not offer, recommend or sell any mutual funds that carry loads.

Clients can invest in a mutual fund directly without the services of JRB. However, client would not receive the advisory services described herein which are designed, among other things, to assist the client in determining which mutual fund or funds are more appropriate to each client's financial situation. Clients should review both the fees charged by the funds and fees charged by JRB to fully understand the total amount of fees to be paid by the client and the advisory services to be or are being provided.

Lower fees for comparable services may be available from other sources. Material conflicts of interest have been disclosed to the client in writing that could cause JRB or the advisory representatives to not render unbiased and objective advice. JRB does not maintain custody of client funds or securities with the exception of deduction of JRB's advisory fee from client's account.

ITEM 6 - PERFORMANCE BASED FEES AND SIDE-BY-SIDE MANAGEMENT

We do not charge advisory fees on a share of the capital appreciation of the funds or securities in a client account (so-called performance-based fees) nor engage side by side management.

ITEM 7 - TYPES OF CLIENTS

JRB provides investment advisory services to individuals, pensions and profit sharing plans, trusts, estates, and charitable organizations as well as corporations and other business entities. Minimum account size is \$20,000.

ITEM 8 - METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

All investors must understand that investing in the securities markets involves risk of loss. There can be no assurance that an investor may experience a loss or make a profit. JRB has devised various strategies in its attempt to minimize the opportunity for loss. There can be no assurance than any investment strategy shall result in no loss.

JRB and its portfolio advisory affiliates utilize fundamental, technical and cyclical analysis methods to manage client portfolios.

Fundamental analysis involves evaluating securities in an attempt to measure their intrinsic value by examining related economic, financial, and other qualitative and quantitative factors. This includes macroeconomic factors such

as the overall economy, industry conditions, and company-specific factors such as financial condition and management.

Technical analysis involves evaluating securities by analyzing statistics generated by market activity such as past prices and volume. Technical analysts do not attempt to measure a security's intrinsic value, but instead use charts and other tools to identify patterns and trends that can suggest future activity.

Cyclical analysis involves a study of market movements including pricing and quantity over a stated period of time with special attention given to frequency and strength of market cycle.

INVESTMENT STRATEGIES

Through third party advisors, JRB offers a variety of investment strategies. The third party advisor constructs a wide variety of investment portfolios for the clients. Each portfolio is managed within a specified framework of return objectives and limits on risk.

ASSET ALLOCATION

Our third party advisors believe strongly in the benefits of portfolio diversification. They attempt, through asset allocation strategies, to achieve the return targets of our clients' portfolios while controlling or limiting portfolio volatility.

The first step in their process is determining which types of investments, or "asset classes," they will use in constructing our clients' portfolios. The list of asset classes our advisors use includes the following:

US Large Cap Stocks	Real Estate Investment Trusts
US Small Cap Stocks	Floating Rate Securities
International Large Cap Stocks	US High Quality Bonds
International Small Cap Stocks	US High Yield Bonds
Emerging Markets Stocks	Lon Term Government Bonds
Managed Futures	International Bonds
Commodities	TIPS
Absolute Return	Treasury Bills

Many asset classes contain sub-groups that they can also use to our advantage in building portfolios. For example, US Large Stocks and US Small Stocks have "growth" and "value" subgroups with different performance characteristics.

They don't use all asset classes and sub-groups in all portfolios. They use only those they believe are appropriate given the portfolio's investment objectives.

Next they establish a long-term asset allocation strategy. That strategy is based on their estimates of the future long-term return and risk characteristics of each asset class and the relationships among their performance patterns.

As the investment environment changes, they alter the asset allocation strategy to reflect those changes. They have developed quantitative models that tell us when allocation adjustments may be appropriate. These models focus on long-term future asset class return, risk and correlation expectations.

For most of our clients' portfolios they set asset allocation ranges for each major asset class group. These ranges serve as boundaries they take into account in making allocation adjustments. Frontier's Focused Opportunities portfolio has no ranges.

MUTUAL FUND SELECTION

Most of our third-party advisor's portfolios are constructed using mutual funds. We believe that mutual funds give our clients access to many of the world's best money managers at reasonable cost. They are highly liquid and allow our clients to achieve broad portfolio diversification in a very efficient manner. We also believe mutual funds are safe relative to many other investments.

Frontier Asset Management, LLC ("Frontier") is a third party advisor widely utilized by most of our clients. Frontier's mutual fund selection process relies on qualitative and quantitative factors. The goal of this process is to identify mutual fund managers who are highly skilled and who can, when combined with other managers in a portfolio, contribute to achieving the investment objectives of that portfolio.

The heart of Frontier's quantitative process is their use of returns-based style analysis. Style analysis establishes a unique performance benchmark for each manager. They believe it helps them determine which managers have truly added value in the past and have the requisite skills to do so in the future. Their qualitative process helps them identify characteristics that they believe are important in good managers. The goal is to identify managers who:

- Have experience managing assets in various market environments
- Will act in the best interest of our clients
- Are passionate about investing
- Manage assets using a unique strategy
- Are flexible in their approach
- Charge a reasonable fee for their services

- Are highly motivated to generate results that will benefit our clients

Of course, not all the managers Frontier selects have all of these qualities, but they look for managers with as many of them as possible.

Once Frontier has identified a group of mutual funds that are eligible for inclusion in our clients' portfolios, they use a proprietary process to combine them. This process is designed to create a portfolio of funds whose respective investment styles and approaches will complement each other over time. Frontier believes that properly combining mutual funds in a portfolio is an important factor that can contribute to a portfolio's success in achieving its investment objectives.

Once Frontier has established the asset allocation strategy, selected mutual funds and combined them in a portfolio, it monitors the strategy and the funds in the portfolio. They may make adjustments to the asset allocation strategy and/or replace funds in a portfolio when they believe adjustments are advisable.

STOCK AND BOND PORTFOLIOS

While most of our clients prefer the advantages of mutual fund portfolios, some clients may have a need for an individually managed stock or bond portfolio. We assist the client in choosing an appropriate third party manager who fits the client's goals and risk tolerance. We may share in the fee arrangement with the third party advisor in these cases.

THIRD PARTY MANAGER ANALYSIS

We seek to recommend investment strategies that will give a client a diversified portfolio consistent with the client's investment objective. We do this by analyzing the various securities, investment strategies, and third-party management firms. The goal is to identify a client's risk tolerance, and then find a manager with the maximum expected return for that level of risk.

We examine the experience, expertise, investment philosophies and past performance of independent third party managers in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We monitor the managers' underlying holdings, strategies, concentrations and leverage as part of our overall periodic risk assessment. Additionally, as part of our due-diligence process, we survey the managers' compliance and business enterprise risks.

A risk of investing with a third party manager who has been successful in the past is that he/she may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a managers' portfolio, there is also a risk that the manager may deviate from the stated

investment mandate or strategy of the portfolio, making it a less suitable investment for our clients. Moreover, as we do not control the managers' daily business and compliance operations, we may be unaware of the lack of internal controls necessary to prevent business, regulatory or reputational deficiencies.

RISK OF LOSS

Clients must understand that past performance is not indicative of future results. Therefore, current and prospective clients should never assume that future performance of any specific investment or investment strategy will be profitable. Investing in securities involves risk of loss. Further, depending on the different types of investments there will be varying degrees of risk. Clients and prospective clients should be prepared to bear investment loss including loss of original principal.

Because of the inherent risk of loss associated with investing, JRB is unable to represent, guarantee, or even imply that our services and methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to market corrections or declines.

Investors should be aware that accounts are subject to the following risks:

Market Risk — Even a long-term investment approach cannot guarantee a profit. Economic, political and issuer-specific events will cause the value of securities to rise or fall. Because the value of investment portfolios will fluctuate, there is the risk that clients will lose money and investments may be worth more or less upon liquidation.

Foreign Securities and Currency Risk — Investments in international and emerging-market securities include exposure to risks such as currency fluctuations, foreign taxes and regulations, and the potential for illiquid markets and political instability.

Capitalization Risk — Small-cap and mid-cap companies may be hindered as a result of limited resources or less diverse products or services, and their stocks have historically been more volatile than the stocks of larger, more established companies.

Interest Rate Risk — In a rising rate environment, the value of fixed-income securities generally declines and the value of equity securities may be adversely affected.

Credit Risk — Credit risk is the risk that the issuer of a security may be unable to make interest payments and/or repay principal when due. A downgrade to an issuer's credit rating or a perceived change in an issuer's financial strength may affect a security's value and, thus, impact the fund's performance.

Securities Lending Risk — Securities lending involves the risk that the fund loses money because the borrower fails to return the securities in a

timely manner or at all. The fund could also lose money if the value of the collateral provided for loaned securities, or the value of the investments made with the cash collateral, falls. These events could also trigger adverse tax consequences for the fund.

Exchange-Traded Funds — ETFs face market-trading risks, including the potential lack of an active market for shares, losses from trading in the secondary markets and disruption in the creation/redemption process of the ETF. Any of these factors may lead to the fund's shares trading at either a premium or a discount to its "net asset value."

Performance of Underlying Managers — We select the mutual funds and ETFs in the asset allocation portfolios. However, we depend on the manager of such funds to select individual investments in accordance with their stated investment strategy.

Cybersecurity Risk — In addition to the Material Risks listed above, investing involves various operational and "cybersecurity" risks. These risks include both intentional and unintentional events at FIRM NAME or one of its third-party counterparties or service providers, that may result in a loss or corruption of data, result in the unauthorized release or other misuse of confidential information, and generally compromise our Firm's ability to conduct its business. A cybersecurity breach may also result in a third-party obtaining unauthorized access to our clients' information, including social security numbers, home addresses, account numbers, account balances, and account holdings. Our Firm has established business continuity plans and risk management systems designed to reduce the risks associated with cybersecurity breaches. However, there are inherent limitations in these plans and systems, including that certain risks may not have been identified, in large part because different or unknown threats may emerge in the future. As such, there is no guarantee that such efforts will succeed, especially because our Firm does not directly control the cybersecurity systems of our third-party service providers. There is also a risk that cybersecurity breaches may not be detected.

ITEM 9 - DISCIPLINARY INFORMATION

JRB does not have any legal, financial or other "disciplinary" item that is material to report.

ITEM 10 - OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

Insurance Agents and Consultants and Possible Conflicts of Interests

The principal business of JRB is that of a registered investment advisor and provider of financial planning services. Principals of JRB are licensed as insurance agents with various companies. When acting in the separate capacity of an insurance agent, associated persons may receive the usual and customary commissions or fees associated with the insurance products that the client purchases. It is anticipated that a small portion, less than (10%) of his time, will be spent providing these insurance products. Receiving commissions on insurance products may cause a conflict of interest because the receipt of commissions may provide an incentive to recommend solutions based on commissions received, rather than on a particular advisory client need. Therefore, the advisory client is free to select any insurance company the client desires for implementation of Advisor's insurance recommendations.

ITEM 11 - CODE OF ETHICS PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

JRB has a fiduciary duty to clients to act in the best interest of the client and always place the client's interests first and foremost. JRB takes seriously its compliance and regulatory obligations and requires all staff to comply with such rules and regulations as well as JRB's policies and procedures. Further, JRB strives to handle clients' non-public information in such a way to protect information from falling into hands that have no business reason to know such information and provides clients with JRB's privacy policy. As such, JRB maintains a code of ethics for its advisory representatives, supervised persons and staff. The code of ethics contains provisions for standards of business conduct in order to comply with federal securities laws, personal securities reporting requirements, pre-approval procedures for certain transactions, code violations reporting requirements, and safeguarding of material non-public information about client transactions. Further, JRB's code of ethics establishes JRB's expectation for business conduct. A copy of our code of ethics will be provided to any client or prospective client upon request.

ITEM 12 - BROKERAGE PRACTICES

For our third party advisor relationships, all brokerage practices are conducted by the third party advisor. The third party advisor is solely responsible for the day to day investment management decision of each Client Account. We are not responsible for making, nor are we authorized to make, such decisions. We are not responsible for monitoring each transaction for conformity with the Client's

investment objectives, goals and restrictions. A separate account custodian will provide custodial account services to each Client.

As a matter of policy and practice, we do not utilize research, research-related products and other services obtained for broker-dealers, or third parties, on a soft dollar commission basis.

ITEM 13 - REVIEW OF ACCOUNTS

FINANCIAL PLANNING & CONSULTING SERVICES

Reviews will be conducted with clients no less than annually or as agreed by client and advisory representative. Clients may be charged an advisory fee for additional reviews.

JRB ASSET MANAGEMENT SERVICES

JRB conducts reviews on a quarterly basis of clients accounts managed by third parties.

ADDITIONAL INFORMATION REGARDING REVIEWS OF ACCOUNTS

Clients may request more frequent reviews and may set thresholds for triggering events that would cause a review to take place. Generally, advisory representatives will monitor for changes or shifts in the economy, changes to the management and structure of a mutual fund or company in which client assets are invested, and market shifts and corrections. Clients are advised that they should notify their advisory representative promptly of any changes to the client's financial goals, objectives or financial situation as such changes may require advisory representative to review the clients portfolio and make recommendations for changes.

REVIEWERS

Reviews of client accounts will be conducted by Joel R. Baker.

REGULAR REPORTS PROVIDED TO CLIENTS

JRB will provide quarterly reports to clients as provided by the third party advisor. Clients will receive custodial statements from their selected custodians.

FINANCIAL PLANNING & CONSULTING SERVICES

Financial planning and consulting clients will receive those reports contracted for at the inception of the advisory relationship.

ITEM 14 – CLIENT REFERRALS AND OTHER COMPENSATION

Other than that already described in this Brochure, our firm does not receive any additional compensation from third parties for providing investment advice to its clients and does not compensate anyone for client referrals.

ITEM 15 – CUSTODY

Custody, as it applies to investment advisors, has been defined by regulators as having access or control over client funds and/or securities. In other words, custody is not limited to physically holding client funds and securities. If an investment advisor has the ability to access or control client funds or securities, the investment advisor is deemed to have custody and must ensure proper procedures are implemented.

JRB does not maintain custody of client securities or funds. Fidelity is the recommended custodian of client accounts for JRB. Clients receive account statements directly from the respective custodian, bank or broker-dealer.

ITEM 16 – INVESTMENT DISCRETION

Prior to engaging JRB to provide investment advisory services, clients will enter a written Agreement with us granting the Third Party Manager in a co-manager agreement, the authority to supervise and direct, on an on-going basis, investments in accordance with the client's investment objective and guidelines. In addition, clients will need to execute additional documents required by the Custodian to authorize and enable the Third Party Advisor, in its sole discretion, without prior consultation with or ratification by the client, to purchase, sell or exchange securities in and for accounts. As Co-Managers, the Third Party Manager is authorized, in our discretion and without prior consultation with a client to: (1) buy, sell, exchange and trade any investment company registered under the Investment Company Act of 1940 and (2) determine the amount of securities to be bought or sold and (3) place orders with the custodian. Any limitations to such authority will be communicated by clients to us in writing.

ITEM 17 – VOTING YOUR SECURITIES

We will not vote proxies on behalf of clients. Clients are welcome to vote proxies or designate an independent third-party at their own discretion. Clients may

designate proxy voting authority in the custodial account documents. Clients must ensure that proxy materials are sent directly to them or their assigned third party. We do not take action with respect to any securities or other investments that become the subject of any legal proceedings, including bankruptcies.

A class action is a procedural device used in litigation to determine the rights of and remedies, if any, for large numbers of people whose cases involve common questions of law and/or fact. Class action suits frequently arise against companies that publicly issue securities, including securities recommended by investment advisors to clients. With respect to class action suits and claims, you (or your agent) will have the responsibility for class actions or bankruptcies, involving securities purchased for or held in your account. We do not provide such services and are not obligated to forward copies of class action notices we may receive to you or your agents.

ITEM 18 – FINANCIAL INFORMATION

We do not require or solicit prepayment of more than \$500 in fees per client, six months or more in advance. Therefore, we are not required to include a balance sheet for our most recent fiscal year. We are not subject to a financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients. The firm received a Paycheck Protection Plan Loan (\$37,693.00) through the SBA in conjunction with the relief afforded from the CARES Act. The firm procured the loan to guarantee payroll due to the potential of decreased revenue associated with the unprecedented health pandemic. It also aids in supporting and retaining our staff and support the ongoing operations due to the potential for continued revenue decline.

Finally, we have not been the subject of a bankruptcy petition at any time.

ITEM 19 – REQUIREMENT FOR STATE REGISTERED ADVISERS

Please see Form ADV Part 2B, Item 2 regarding our Investment Advisor Representatives' formal education and business background.

Please see Form ADV Part 2B, Item 4 for information regarding our Investment Advisor Representatives' other business activity along with the time spent.

JRB does not assess clients a performance fee.

Our Investment Advisor Representatives have not been involved in the following items:

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.

Neither JRB, nor its management personnel, have any relationship or arrangement with issuers of securities.

JRB maintains a written Business Continuity Plan (BCP). The BCP outlines procedures relating to an emergency or significant business disruption. Our procedures are reasonably designed to enable our Firm or any of its investment advisory representatives to meet their exciting fiduciary obligations to client.

THE J R BAKER GROUP
“Insightful, Strategic, Creative”

INVESTMENT ADVISERS
560 McMurray Road
Buellton, CA 93427
805-688-8562

Joel Baker
JBAKER@JRBAKERGROU.P.COM.

2B Supplemental Brochure

February 24, 2021

The Brochure Supplement provides information about Joel Baker (CRD#1121345) that supplements the JR Baker Group’s Brochure. You should have received a copy of the Brochure. Please contact the Chief Compliance Officer at 805-688-8562 or jbaker@jrbakergroup.com if you did not receive The JR Baker Group’s Brochure or if you have any questions about the contents of this supplement.

Additional information about the Investment Adviser Representatives is available on the SEC’s website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as the CRD number listed above.

ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Joel R. Baker

Born: 1946

Post-Secondary Education:

- Fort Lewis College, BA; 1968
- Insurance Licensed
- Successfully completed the Series 7, 63 and 65

Recent Business Experience:

- The JR Baker Group, President and Financial Adviser, 1998 to Present
- Arete Wealth Management Financial Adviser, 2008 to 2014
- Mutual Securities, Inc. Registered Representative, 2013-2014

ITEM 3 - DISCIPLINARY INFORMATION

Joel Baker has no recent history of any legal or disciplinary events that deems to be material to a client's consideration of Joel Baker to act as their investment adviser representative. SEC's Investment Adviser Public Disclosure may have additional information regarding the disciplinary history of Joel Baker that is not included in this brochure supplement. (<https://www.adviserinfo.sec.gov>)

ITEM 4 - OTHER BUSINESS ACTIVITIES

Joel Baker holds an insurance license to sell limited insurance products. It is anticipated that a small portion, less than (10%) of his time, will be spent providing these insurance products. He may receive compensation from selling insurance products and therefore receive economic benefit for this activity. This activity creates a conflict of interest with clients. However, since this activity represents less than 10% of his time and income, it is presumed not to be substantial, but he will at all times act in the best interest of his clients and act as a fiduciary in carrying out services to clients.

Joel Baker is the owner of JR Baker Group, LLC, an entity used for bookkeeping of investment advisory services, estate planning and insurance commissions. This entity is partially owned by JRBG Trust, of which Mr. Baker serves as Trustee. This entity is also partially owned by Baker Alaska, LLC, a holding company of which Mr. Baker serves as Manager. Mr. Baker spends less than 10% of his time each month on these activities combined.

Joel Baker is owner and member of Circle JB Polo Ranch, LLC. This is a professional polo and horse ranch in which Mr. Baker may receive compensation from event proceeds. This is a non-investment related entity in which Mr. Baker spends 10% of his time each month.

Joel Baker is the owner of JRB Polo Ranch, LLC and JRB Commercial, LLC, which he uses for his personal real estate investments. These are non-investment related entities in which Mr. Baker spends less than 1% of his time each month.

Joel Baker is a coach for the United States Polo Association. This is a non-investment related activity in which Mr. Baker spends less than 1% of his time each month.

ITEM 5 - ADDITIONAL COMPENSATION

This section is to report any economic benefit the advisor may receive from entities that are not clients, related to the providing of advisory services. No information is applicable to this item.

ITEM 6 - SUPERVISION

Joel Baker is supervised through a compliance program designed to prevent and detect violations of the federal and state securities laws. Supervision is conducted by the Chief Compliance Officer, Joel Baker, who is responsible for administering the policies and procedures. Joel Baker reviews those policies and procedures annually for their adequacy and the effectiveness of their implementation. All policies and procedures of the firm are followed.

Joel Baker's contact information:

Chief Compliance Officer
805-688-8562
JBAKER@JRBAKERGROUP.COM

ITEM 7 - REQUIREMENTS FOR STATE-REGISTERED ADVISERS

Please be advised that Joel Baker has not been involved in an award or has otherwise been 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.

Additionally, Joel Baker has not been involved in an award or otherwise been 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

Joel Baker has not been the subject of a bankruptcy petition in the past ten years. To the best of our ability all material conflicts of interest are disclosed regarding The JR Baker Group, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.