

INVESTMENT ADVISOR BROCHURE

Part 2B

SIMS INVESTMENTMANAGEMENT, LLC

3322 Erie Ave, Suite 200

Cincinnati, Ohio 45208

513-440-0418

www.simsinvestment.com

Brochure issue date: September 16, 2026

Cory K. Sims, AWMA[®], CRPC[®], CES[™]

Personal CRD Number: 6099496

Managing Member

&

Investment Advisor Representative

This brochure supplement provides information about Cory Sims that supplements the Sims Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact Cory Sims if you did not receive Sims Investment Management, LLC's brochure or if you have any questions about the contents of this supplement.

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

Item 2: Educational Background and Business Experience

Cory Kenneth Sims

Date of Birth: 05/26/1988

The Managing Member of Sims Investment Management, LLC is Cory K. Sims. Mr. Sims also acts as an Investment Advisor Representative. Mr. Sims received a BA, Business from the University of Cincinnati in 2011. Mr. Sims has passed the Series 65 exam.

Business Experience:

- 11/2013 – Present Sims Investment Management, LLC
Managing Member and Representative
Cincinnati, OH

Designations:

AWMA®

Individuals who hold the AWMA® designation have completed a course of study encompassing wealth strategies, equity-based compensation plans, tax reduction alternatives, and asset protection alternatives. The program is designed for approximately 120-150 hours of self-study. The program is self-paced and must be completed within one year from enrollment.

CRPC®

Individuals who hold the CRPC® designation have completed a course of study encompassing pre-and post-retirement needs, asset management, estate planning and the entire retirement planning process using models and techniques from real client situations. The program is designed for approximately 120-150 hours of self-study. The program is self-paced and must be completed within one year from enrollment.

CES™ stands for Certified Estate and Trust Specialist for Financial Advisors™.

CES™ is a professional financial services designation granted by the Institute of Business & Finance (IBF) to those who have the following traits:

Qualification:

Each advisor must pass a series of exams and a written case study. All designees must complete continuing education requirements each year. Each student must meet experience and/or educational criteria.

Education:

CES™ candidates must complete a comprehensive advanced program designed to educate the advisor on every aspect of estate planning, postmortem planning, and taxation.

Ethics:

All graduates must sign the IBF Code of Ethics and agree to adhere to the IBF Standards of Practice, both of which place the client's interests above those of the advisor and parent company.

Item 3: Disciplinary Information

Mr. Sims has 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

Mr. Sims has been volunteering as a Board Member for Be(Philly), a non-profit foundation in Philadelphia, PA, since February 2021.

Mr. Sims has been volunteering as an Investment Committee Member to Compassionate Justice, a non-profit foundation in Cincinnati, OH, since July 2024. The Firm reviews the committee's meeting minutes to identify and address any potential conflicts of interest.

Mr. Sims has been volunteering as a Council Member for University of Cincinnati – College of Business Dean's Advisory Council since November 2025.

Mr. Sims has been volunteering as a Board Member for the Cincinnati Sports Commission since March 2026.

Mr. Sims also serves as a Managing Member for CEC Real Estate, LLC in Cincinnati, OH, an entity created to purchase Sims Investment Management's office building and to receive rental income from Sims Investment Management and other tenants since October 2023.

Mr. Sims has been a Senior Consultant to the Philadelphia-based holding company Winnie Capital, LLC since December 2023.

Mr. Sims has been a Member of Baehr & Company, LLC, a real estate development company in Philadelphia, PA, since September 2023.

Item 5: Additional Compensation

None

Item 6: Supervision

As a Managing Member of Sims Investment Management, LLC, Mr. Sims is supervised by Dave Reichert, the firm's Chief Compliance Officer. Dave Reichert is responsible for ensuring that Mr. Sims 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. The phone number for Dave Reichert is (720) 923-1548.

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Brochure issue date: February 20, 2026

Patrick Neil Jones

Personal CRD Number: 7420630

Investment Adviser Representative

This brochure supplement provides information about Patrick Jones that supplements the Sims Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact Patrick Jones if you did not receive Sims Investment Management, LLC's brochure or if you have any questions about the contents of this supplement.

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

Item 2: Educational Background and Business Experience

Patrick Neil Jones

Date of Birth: 01/30/1990

Education:

- Masters Business Administration – University of Tennessee, Chattanooga (TN) - 2021
- Bachelor of Music – Jazz Studies, Valdosta State University, Valdosta (GA) - 2014

Examinations and Professional Designations:

Series 65 Uniform Investment Adviser Law Exam

Business Experience:

- 05/2025 – Present Sims Investment Management, LLC
Chief Operating Officer
Cincinnati, OH
- 03/2025 – 5/2025 Sims Investment Management, LLC
Operations Manager
Cincinnati, OH
- 04/2022 – 5/2025 WoJo Creative Consulting
CEO, Owner
Hixson, TN
- 04/2021 – 04/2022 Franklin Wealth Management
Analyst
Hixson, TN
- 07/2018 – 05/2021 Hixson Presbyterian Church
Director Of Worship & Tech
Hixson, TN
- 07/2016 – 07/2018 Western Home Communities
Associate Chaplain
Cedar Falls, IA

- 01/2010 – 07/2016 Self-employed
Musician & Artist
Valdosta, GA

Item 3: Disciplinary Information

Mr. Jones has 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

Mr. Jones does not have any other business activities.

Item 5: Additional Compensation

Mr. Jones does not receive any economic benefit from any person, company, or organization, other than Sims Investment Management, LLC in exchange for providing clients advisory services through Sims Investment Management, LLC.

Item 6: Supervision

As a representative of Sims Investment Management, LLC, Patrick Jones is supervised by Dave Reichert, the firm's Chief Compliance Officer. Dave Reichert is responsible for ensuring that Mr. Jones 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. The phone number for Dave Reichert is (720) 923-1548.

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513-268-6065

www.simsinvestment.com

Brochure issue date: December 9, 2025

Ryan S. Atkins, CFP®

Personal CRD Number: 7440717

Investment Adviser Representative

This brochure supplement provides information about Ryan Samuel Atkins that supplements the Sims Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact Ryan Samuel Atkins if you did not receive Sims Investment Management, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Ryan Samuel Atkins is also available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Ryan Samuel Atkins

Born: 08/19/1988

Education:

Bachelors Business Administration, University of Cincinnati - 2015

Business Experience:

- 09/2021 – Present Sims Investment Management, LLC
Investment Adviser Representative
Maineville, OH
- 09/2020 - Present Binturong Books
Author
Cincinnati, OH
- 08/2011 – 12/2022 Retail Center Management
Asset Manager
Cincinnati, OH

Designations:

CFP®

The CERTIFIED FINANCIAL PLANNER, 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. Currently, more than 63,000 individuals have obtained CFP certification in the United States.

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 administered in 10 hours over a two-day period, 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:

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

Ethics:

Renew an agreement to be bound by the Standards of Professional Conduct. The Standard prominently requires 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 interest 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.

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

Ryan Samuel Atkins is an Author.

Item 5: Additional Compensation

Ryan Samuel Atkins does not receive any economic benefit from any person, company, or organization, other than Sims Investment Management, LLC in exchange for providing clients advisory services through Sims Investment Management, LLC.

Item 6: Supervision

As a representative of Sims Investment Management, LLC, Ryan Samuel Atkins is supervised by Dave Reichert, the firm's Chief Compliance Officer. Dave Reichert is responsible for ensuring that Ryan Samuel Atkins 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. The phone number for Dave Reichert is (720) 923-1548.

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Brochure issue date: December 9, 2025

Michael F. Perry

Personal CRD Number: 7695705

Investment Adviser Representative

This brochure supplement provides information about Michael Perry that supplements the Sims Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact Michael Perry if you did not receive Sims Investment Management, LLC's brochure or if you have any questions about the contents of this supplement.

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

Item 2: Educational Background and Business Experience

Michael Frank Perry

Date of Birth: 12/05/1988

Education:

Bachelor of Science – Family Studies Major and Communications Minor, Miami (OH) University - 2012

Executive Certificate in Financial Planning, Xavier University – 2021

Examinations and Professional Designations:

Series 65 Uniform Investment Adviser Law Exam

Business Experience:

- 02/2023 – Present Sims Investment Management, LLC
Investment Adviser Representative
Cincinnati, OH
- 07/2012 – 01/2023 Family Nurturing Center
Floor Supervisor
Cincinnati, OH

Item 3: Disciplinary Information

Mr. Perry has 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

Mr. Perry currently owns and manages a property, where he is also a tenant, and rents out additional space to two other tenants.

Item 5: Additional Compensation

Mr. Perry does not receive any economic benefit from any person, company, or organization, other than Sims Investment Management, LLC in exchange for providing clients advisory services through Sims Investment Management, LLC.

Item 6: Supervision

As a representative of Sims Investment Management, LLC, Michael Perry is supervised by Dave Reichert, the firm's Chief Compliance Officer. Dave Reichert is responsible for ensuring that Mr. Perry 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. The phone number for Dave Reichert is (720) 923-1548.

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3322 Erie Ave, Suite 200

Cincinnati, Ohio 45208

513-278-7467

www.simsinvestment.com

Brochure issue date: August 27th, 2025

William David Justice

Personal CRD Number: 7818315

Investment Adviser Representative

This brochure supplement provides information about William David Justice that supplements the Sims Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact William David Justice if you did not receive Sims Investment Management, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about William David Justice is also available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

William David Justice

Date of Birth: 01/17/2003

Education:

- Bachelor's of Business Administration – University of Kentucky - 2025

Examinations and Professional Designations:

Series 65 Uniform Investment Adviser Law Exam

Business Experience:

- 07/2025 – Present Sims Investment Management, LLC
Investment Adviser Representative
Cincinnati, OH
- 08/2023 – 05/2025 Family Financial Partners
Operations Associate
Lexington, KY
- 08/2021– 05/2025 University of Kentucky
Student
Lexington, KY
- 05/2023 – 08/2023 Westerville Golf Center
Manager
Westerville, OH
- 08/2022 – 05/2023 University of Kentucky
Athletics Communication and PR Intern
Lexington, KY
- 05/2022 – 08/2022 New Albany Country Club
Caddie and Golf Associate
New Albany, OH

- 06/2021 – 08/2021 Westerville Area Resource Ministry
Site Leader
Westerville, OH
- 06/2019 – 08/2021 i9 Sports
Sports Coordinator
Columbus, OH

Item 3: Disciplinary Information

Mr. Justice has 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

Mr. Justice does not have any other business activities.

Item 5: Additional Compensation

Mr. Justice does not receive any economic benefit from any person, company, or organization, other than Sims Investment Management, LLC in exchange for providing clients advisory services through Sims Investment Management, LLC.

Item 6: Supervision

As a representative of Sims Investment Management, LLC, William David Justice is supervised by David Reichert, the firm's Chief Compliance Officer. David Reichert is responsible for ensuring that Mr. Justice 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. The phone number for David Reichert is (720) 923-1548.

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513-278-7467

www.simsinvestment.com

Brochure issue date: July 22, 2026

Connor James Diem

Personal CRD Number: 8311706

Investment Adviser Representative

This brochure supplement provides information about Connor James Diem that supplements the Sims Investment Management, LLC brochure. You should have received a copy of that brochure. Please contact Connor James Diem if you did not receive Sims Investment Management, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Connor James Diem is also available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Connor James Diem

Date of Birth: 06/12/2001

Education:

- Bachelor of Financial Planning – Liberty University – 8/2026

Examinations and Professional Designations:

Series 65 Uniform Investment Adviser Law Exam

Business Experience:

- 07/2026 – Present Sims Investment Management, LLC
Investment Adviser Representative
Cincinnati, OH
- 06/2020 – 06/2026 Alliance Group of Western NY
Landscaper
Fairport, NY

Item 3: Disciplinary Information

Mr. Diem has 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

Mr. Diem does not have any other business activities.

Item 5: Additional Compensation

Mr. Diem does not receive any economic benefit from any person, company, or organization other than Sims Investment Management, LLC in exchange for providing clients advisory services through Sims Investment Management, LLC.

Item 6: Supervision

As a representative of Sims Investment Management LLC, Connor James Diem is supervised by David Reichert, the firm's Chief Compliance Officer. David Reichert is responsible for ensuring that Mr. Diem 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. The phone number for David Reichert is (720) 923-1548.