Item 1 - Cover Page

SALING

WEALTH ADVISORS

STRATEGIC GUIDANCE FOR FAMILY AND BUSINESS

CRD# 283226

Form ADV Part 2B – Brochure Supplement for Eric James Saling

9750 Ormsby Station Rd., Suite 102
Louisville, Kentucky 40223

502-805-3000

April 17, 2020

This brochure supplement provides information about Eric James Saling, and supplements the Cardinal Strategic Wealth Guidance, LLC, d/b/a Saling Wealth Advisors ("*Saling Wealth Advisors*") brochure. You should have received a copy of that brochure. Please contact Saling Wealth Advisors at 502-805-3000 if you did not receive Saling Wealth Advisors' brochure or if you have any questions about the contents of this supplement.

Additional information about Eric James Saling is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background & Business Experience

Name: Eric James Saling

Year of Birth: 1982

Education: Bachelor of Arts, Vanderbilt University, 2005

Business Background:

Executive Director, Saling Wealth Advisors, April 2016 – Present
Vice President and Financial Consultant, J.J.B. Hilliard, W.L. Lyons, LLC, April 2008 – April 2016
Corporate Finance Analyst, General Electric, June 2005 – April 2008

Professional Designation(s):

Certified Financial Planner (CFP), October, 2012
Designation: Certified Financial Planner (CFP®). Issuing Organization: Certified Financial Planner Board of Standards, Inc. (CFPBS). Prerequisites/Experience Required: Must have a bachelor's degree (or higher) from an accredited college or university, and three years of full-time personal financial planning experience. Educational Requirements: Must complete a CFP®-board registered program or hold another designation authorized by the CFPBS. Continuing Education: 30 hours every two years.

Item 3 - Disciplinary Information

There are no legal or disciplinary events material to your evaluation of Mr. Saling.

Item 4 - Other Business Activities

Mr. Saling is a licensed insurance agent affiliated with Raymond James Insurance Group, Inc. He is entitled to receive a commission or other remuneration on the sale of insurance and other products. In order to protect client interests, Saling Wealth Advisors' policy is to fully disclose all forms of compensation before any such transaction is executed. Clients will not pay both a commission to Mr. Saling and also pay an advisory fee to Saling Wealth Advisors on assets held in the same account. These fees are exclusive of each other. Clients are not obligated, contractually or otherwise, to use the services of Raymond James Insurance Group, Inc. Mr. Saling spends no more than four hours per week selling insurance.

Mr. Saling is a cabinet member of St. Xavier High School, Comprehensive Campaign. This is a volunteer position that started in March 2018. Two hours of these activities are devoted during trading hours and zero hours are devoted during outside trading hours. Mr. Saling receives no compensation from this activity.

Mr. Saling is a co-owner of GPK Enterprises, LLC. The entity partially owns a piece of commercial real estate. The business started August 1, 2019. Mr. Saling does business administration for the business and devotes two hours a month to the business during trading hours, and 1 hour a month outside of trading hours.

Item 5 - Additional Compensation

Mr. Saling does not receive any additional compensation or economic benefit outside of his regular salary such as any sales awards or other prizes.

Item 6 - Supervision

Mr. Saling will be supervised by Emily Saling, who can be reached at 502-805-3000.

Item 7 – Requirements for State-Registered Advisers

No additional disclosures required.