



Jordan Ireland Bio

Jordan Ireland, RICP®, is a partner and financial planner at Sterk Financial Services (www.sterkfinancialservices.com), which is headquartered in Dakota Dunes, SD and has a second location in Kansas City. Jordan grew up in the finance world with her father having been an advisor for almost 40 years. Jordan joined his company in 2007, taking over as the solo manager of the practice in 2017. Jordan then teamed up with Sterk Financial Services in 2023 - a practice heralded on the *Forbes* Best-In-State Wealth Advisors and *Forbes* Top Women Wealth Advisors lists.

During Jordan's 18-year career, her focus has shifted from the early days of cold calling for health insurance to a holistic financial planning practice that helps set clients up for financial security.

Jordan shares her life with her husband, Jon, and her four children, Archie, Addy, Brooks and Baker. As a family, they enjoy lots of sports, travelling, puzzles, legos and caring for the family's two geriatric dachshunds - Hank and Peanut.

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Forbes "Best-in-State Wealth Advisors" list, (April, 2025). The ranking for this list by SHOOK Research is based on due diligence meetings to evaluate each advisor qualitatively, a major component of a ranking algorithm that includes: client retention, industry experience, review of compliance records, firm nominations; and quantitative criteria, including: assets under management and revenue generated for their firms. Forbes is a trademark of Forbes Media LLC. All rights reserved. Rankings and recognition from Forbes/SHOOK Research are no guarantee of future investment success and do not ensure that a current or prospective client will experience a higher level of performance results and such rankings should not be construed as an endorsement of the advisor.

Forbes "America's Top Women Wealth Advisors" ranking was developed by SHOOK Research and is based on in-person and telephone due diligence meetings and a ranking algorithm that includes: client retention, industry experience, review of compliance records, firm nominations; and quantitative criteria, including: assets under management and revenue generated for their firms. Investment performance is not a criterion because client objectives and risk tolerances vary, and advisors rarely have audited performance reports. Rankings are based on the opinions of SHOOK Research, LLC and not representative nor indicative of any one client's experience, future performance, or investment outcome. Neither Forbes nor SHOOK Research receives compensation in exchange for placement on the ranking. Rankings and recognition from Forbes are no guarantee of future investment success and do not ensure that a current or prospective client will experience a higher level of performance results and such rankings should not be construed as an endorsement of the advisor.