



Randall S. Shoker

Shoker Investment Counsel, Inc.
dba Shoker Investments

ADV Part 2B: Firm Brochure Supplement

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Contact: Anne Bandy

Effective January 30, 2024

This brochure supplement provides information about Randall Shoker that supplements the Shoker Investment Counsel, Inc. brochure. You should have received a copy of that brochure. Please call Anne Bandy at 513-524-1776 if you did not receive Shoker Investment Counsel, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Randall Shoker is available on the SEC's website at www.adviserinfo.sec.gov.



Item 2. Educational Background and Business Experience.

Randall was born on March 19, 1960, and graduated with a BA from Miami University in Oxford, OH in 1984. Between 1985 and 1986, Randall was a retail broker with Cowen & Company, an NYSE brokerage firm. From 1986 to 1990, Randall was a Retail Broker with Prudential Bache Securities, also an NYSE brokerage firm. Randall founded Shoker Investment Counsel, Inc. (dba Shoker Investments) as the principal in 1990, where he has worked ever since.

Item 3. Disciplinary Information: (if applicable)

None

Item 4. Other Business Activities:

None

Item 5. Additional Compensation:

There is no additional compensation from outside sources, third parties or investment companies. All compensation is paid from client fees alone.

Item 6. Supervision:

Randall Shoker as majority principal of Shoker Investment Counsel, Inc. is self-supervised. Randall Shoker's work and personal conduct are further monitored by our secondary compliance officer, to ensure compliance with all applicable rules and the firm's procedures, as well as Shoker Investment Counsel, Inc.'s code of ethics.



Alexander R.S. Shoker

Shoker Investment Counsel, Inc.
dba Shoker Investments

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Item 2. Educational Background and Business Experience.

Alexander was born on July 7, 1988. Alexander graduated with a BS in economics from Hillsdale College, in Hillsdale, MI in 2010, and then with an MA in economics from George Mason University, in Fairfax County, VA in 2023. Between 2010 and 2011, Alexander was a Trader for T3 Trading. Between 2011 and 2014, Alexander worked as an SDR and Regional Sales Manager with Knovel, which was acquired by Elsevier during his tenure. From 2014 to 2019, Alexander worked as an account executive with IHS Markit, before joining Shoker Investments in 2019, where Alexander has worked as a wealth manager ever since.

Alexander has held the Certified Investment Management Analyst® designation since 2023. The CIMA® certification signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for investment management consulting, including advanced investment management theory and application. The designation is administered through the Investments & Wealth Institute®. Prerequisites for the CIMA® certification are three years of financial services experience and an acceptable regulatory history. To obtain the CIMA® certification, candidates must complete an executive education program through a registered education provider and pass a comprehensive certification exam. CIMA® designees are required to adhere to the Investments & Wealth Institute's® Code of Professional Responsibility and the appropriate use of the certification marks. CIMA® designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification.

Item 3. Disciplinary Information: (if applicable)

None

Item 4. Other Business Activities:

None

Item 5. Additional Compensation:

There is no additional compensation from outside sources, third parties or investment companies. All compensation is paid from client fees alone. *Alexander does receive additional compensation from Shoker Investments for bringing new Clients to the firm. This compensation is based on the new client's fees, it is paid by the firm and does not result in any additional fee to the client.* Accordingly, Alexander has a conflict of interest for recommending the Registrant to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

Item 6. Supervision:

Alexander Shoker, as a Registered Investment Advisor Representative, is supervised by Randall Shoker. Randall Shoker monitors Alexander Shoker's work, client recommendations, and personal conduct to ensure compliance with all applicable rules and the firm's procedures, as well as Shoker Investment Counsel, Inc.'s code of ethics. Randall Shoker can be reached at 513-524-1776.