

Integrated Investment Strategies, Inc.

CRD #122706

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Form ADV - Firm Brochure

Item 1

(Parts 2A and 2B of Form ADV)

January 2023

This brochure provides information about the qualifications and business practices of Integrated Investment Strategies, Inc. If you have any questions about the contents of this brochure, please contact us at: 317-843-5577, or by email at: curt@integratedinvestments.biz. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

If you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 317-843-5779 or by email at: curt@integratedinvestments.biz.

Item 2 Material Changes

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

In September 2022, IIS relocated its office to 600 East Carmel Drive, Suite 110, Carmel, IN 46032.

Daniel Lubs became a board member of IIS in 2020 and an assistant in December of 2021. He has recently been promoted to Vice President. For more information on Daniel, please refer to his Supplement on page 13 of this Form ADV Part 2A and 2B.

Privacy Policy

As an Integrated Investment Strategies, Inc. ("IIS") client, you have entrusted to our care your personal and financial data. We recognize that your relationship with us is based upon trust, and that you expect us to act responsibly and in your best interest. Because your personal and financial data is your confidential information, we hold ourselves to the highest standards in its safekeeping and use. This means most importantly, that we do not sell client information — whether it is your personal information or the fact that you are an Integrated Investment Strategies, Inc. client — to anyone. Instead, your information is used by us primarily to provide you with financial advice, to complete transactions that you request, or to make you aware of other services.

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Item 4 Advisory Business

Firm Description

IIS was founded in 1991 by Robertson and provides personalized confidential investment management to individuals, trusts, estates, charitable organizations, and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning.

IIS is a fee-only investment management firm offering advice through three options of service: Integrated Package, Investment Package, and Financial Planning.

IIS has discretionary authority over its clients' investment portfolios within the guidelines of the investment policy statement. IIS does not sell variable annuities, stocks, bonds, limited partnerships, or security commissioned products. The firm is not affiliated with entities that sell financial products or securities on a commission basis. No security commissions in any form are accepted. Commissions from past insurance fixed products are accepted. No finder's fees are accepted.

IIS can advise clients regarding college planning, retirement planning, tax planning and estate planning.

IIS does not act as a custodian of client assets. The client always maintains asset control.

Other professionals (e.g., lawyers, accountants, property, and casualty insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur. Clients are responsible for fees incurred by their other professional advisors.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which investment management may be beneficial to the client. An oral evaluation of each client's initial situation is provided to the client.

Principal Owners

Curtis H. Robertson is a 100% stockholder of Class A (voting shares). Derek M. Robertson is a 100% stockholder of Class B (non-voting) shares.

IIS requires that advisors in its employ have a history in the financial services industry and further coursework demonstrating knowledge of retirement, education, and tax planning. Additionally, advisors must have work experience that demonstrates their aptitude for investment management.

Types of Advisory Services

IIS provides investment supervisory services, also known as asset management services; furnishes investment advice through consultations; issues special reports about securities; and issues, charts, graphs, formulas, or other devices which clients may use to evaluate securities.

IIS will assist with the administrative functions necessary in the management of the portfolio, however IIS does not take actual physical possession of any client investments or assets.

The selected custodian or broker/dealer will provide monthly or quarterly statements directly to the Client.

On more than an occasional basis, IIS furnishes advice to clients on matters not involving securities, such as retirement and educational planning matters, taxation issues, and trust services that often include estate planning.

IIS may contract with other firms for administrative services in carrying out its duties, including trade processing, collection of management fees, record maintenance and report preparation.

As of December 31, 2022, IIS manages approximately \$47 Million in assets for approximately 97 clients.

Investment Package

Client hires IIS to provide investment advice, supervision, and management of their assets in the accounts previously identified on Schedule A of the Advisory Agreement. IIS will have discretionary authority with full power to determine what securities and other investments will be purchased, sold, retained or exchanged and what portion will be held in cash equivalent securities, such as money market funds, bank certificates of deposit, U.S. Treasury bills or notes, and other short-term instruments.

Integrated Package

The Integrated Package consists of all features of the Investment Package, plus these additional benefits: institutional funds will be used to provide an academically structured portfolio providing fully diversified investing.

IIS will provide a custom tailored written account statement to the Client at least quarterly which will include: (1) all securities transactions (excluding transactions in short term instruments) made with respect to the portfolio during the preceding reporting period, (2) all Client deposits to or withdrawals from the portfolio, (3) the beginning and ending aggregate values of the portfolio for the period, and (4) a listing of each investment held in the portfolio. These reports may be in aggregate format, combining assets which may be held in several different accounts at multiple custodians, Directed Trustees, Employer Savings, 401(k) and similar plans and/or broker/dealers, all of which are managed by IIS on behalf of the Client. It is anticipated that this information also will appear in the various custodian, directed trustee, Employer Savings, 401(k), and similar plans and/or broker/dealer statement sent directly to the Client.

Financial Planning Strategy Services

Financial Planning services are optional and are available for all packages. There is no additional charge for these services under Integrated Package.

If requested by the Client, IIS agrees to conduct a review of the Client's financial situation, which may include a review of assets and liabilities, cash flow, debt management, long-term investment strategies, estate planning documents, insurance, risk management, tax-savings strategies, retirement and long-term care plans, and charitable-giving programs.

Tailored Relationship

The goals and objectives for each client are documented in our client file management system. Investment policy statements are created that reflect the stated goals and objective. Clients may impose restrictions on investing in certain securities or types of securities.

Advisory Service Agreement

Most clients choose to have IIS manage their assets to obtain ongoing in-depth advice. All significant aspects of the client's financial affairs are reviewed. Realistic and agreeable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented by instruction from client on an ongoing basis.

The scope of work and fee by IIS for an Advisory Service Agreement is provided to the client in writing prior to the start of the relationship. Not all IIS clients will receive all of these services.

Asset Management

Assets are invested primarily in institutional and retail mutual funds. Retail mutual fund companies charge each fund shareholder an internal investment management fee that is disclosed in the fund prospectus. Initial public offerings (IPOs) are not available through IIS.

Termination of Agreement

A Client may terminate the agreement at any time by notifying IIS in writing and paying the rate for the time spent on the investment advisory engagement prior to notification of termination. If the client made an advance payment, IIS would refund any unearned portion of the advance payment.

IIS may terminate the agreement at any time by notifying the client in writing. If the client made an advance payment, IIS would refund any unearned portion of the advance payment. IIS reserves the right to terminate any agreement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate. Any unused portion of fees collected in advance will be refunded within 15 days.

Item 5 Fees and Compensation

For its services, IIS will be paid a quarterly fee, in advance, in accordance with the selected package. IIS will furnish to the Client, (or in the event the Fees are to be paid by the Client's custodian, to the Client's custodian, with a copy to Client), a fee statement for each quarter during which the Adviser performs services hereunder. The fee statement will show the amount of the fee, the value of the Client's assets on which the fee is based, and the specific manner in which the fee was calculated. All brokerage and other transactional costs of the portfolio will be paid by the Client and charged to the portfolio when incurred. The Client, or the Client's custodian as applicable, will pay all fees no later than 30 days following the date of the invoice.

Investment management fees are billed quarterly, in advance meaning that we invoice you before the three-month billing period has begun. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

IIS, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

New Advisory Service Agreement fees are calculated on a formula basis and adjusted for complexity of individual situations.

PACKAGE SELECTION

A. Integrated Package _____(Initial)

a. Fees are locked in once the next breakpoint is reached

| <u>Advisory Fee Breakpoints:</u> | <u>Account Advisor Fee</u> |
|---|-----------------------------------|
| \$ under \$ 500,000 | 2.6% |
| \$ 500,000 but under \$ 750,000 | 2.4% |
| \$ 750,000 but under \$1,000,000 | 2.2% |
| \$ 1,000,000 but under \$1,250,000 | 2.0% |
| \$ 1,250,000 but under \$1,500,000 | 1.8% |
| \$ 1,500,000 but under \$1,750,000 | 1.7% |
| \$ 1,750,000 but under \$2,000,000 | 1.6% |
| \$ 2,000,000 but under \$2,250,000 | 1.5% |
| \$ 2,250,000 but under \$2,500,000 | 1.4% |
| \$ 2,500,000 but under \$2,750,000 | 1.3% |
| \$ 2,750,000 but under \$4,000,000 | 1.2% |
| \$ 4,000,000 but under \$6,000,000 | 1.1% |
| \$ 6,000,000 over | 1.0% |

B. Investment Package _____(Initial)

a. Fees

\$495 New Client Account Setup Fee

| <u>Advisory Fee Breakpoints:</u> | <u>Account Advisor Fee</u> |
|---|-----------------------------------|
| \$ under \$ 500,000 | 0.50% |
| \$ 500,000 but under \$1,000,000 | 0.40% |
| \$ 1,000,000 & over | 0.35% |

b. Customized Quarterly Reporting _____(Initial)

i. 0.25% Additional Fee

c. One Year Financial Planning _____(Initial)

i. \$1,800 per year

C. Financial Planning Strategy Package _____(Initial)

- a. No assets under management
- b. Fees withdrawn as ETF from checking account

| <u>Financial Planning Contracts</u> | <u>Financial Planning Fee Per Year*</u> |
|--|--|
| 1 Year Contract | \$2,400 |
| 2 Year Contract | \$2,000 |
| 3 Year Contract | \$1,800 |

*If client adds assets under management the contract will convert from the Financial Planning Strategy Package to the Investment Package. Any contract fees of the Financial Planning Strategy Package will be credited toward the Investment Package, One Year Financial Planning.

Current client relationships may exist where the fees are higher or lower than the fee schedule above.

IIS allows for the grouping of portfolio assets for a more favorable billing tier as follows:

1. The account value of "immediate family" (spouse, or equivalent if recognized under local law, and children under the age of 21 may be combined).
2. The account values of paternal or maternal lineage (son and/or daughters) may be combined to determine a grouped portfolio value for billing tier determination. The portfolio grouping will continue to be effective upon the death of the last surviving spouse of the original familial group billing.
3. At the death of the last original spouse of the familial group, each group member's billing tier will be frozen at the earned group rate. Each portfolio will then become a stand-alone portfolio for tier purposes with the tier rate frozen at the earned group rate as if earned through additional funding, which results in a more favorable rate.

Clients understand the annual fee for assets under management with IIS may be higher than firms providing similar services, but clients may pay additional fees to other firms for financial planning services, which are included in the services provided by IIS, and which are important to a long-term relationship.

Although the Advisory Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client's and IIS' discretion. The client or the investment manager may terminate an Agreement by written notice to the other party. At termination, fees will be refunded on a pro rata basis for the portion of the remaining quarter. The portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination.

Agreements may not be assigned without client consent.

Hourly Planning Engagements

IIS provides hourly planning services for clients who need advice on a limited scope of work. The hourly rate for limited scope engagements varies from \$125 to \$295 depending on the advisor hourly rate.

Expense Ratios

Mutual funds charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to IIS. Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Item 6 Types of Clients and Account Minimums

IIS provides investment advice to individuals, trusts, estates, corporations or business entities. Client relationships vary in scope and length of service.

The minimum account size is \$250,000 of assets under management. IIS has the discretion to waive the account minimum. For certain clients under the minimum account size, the Investment Package will be utilized. Separate fund company fees may apply.

Item 7 Investment Strategies and Risk of Loss

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation utilizing an academically focused approach. This means that we use passively managed institutional mutual funds as the core investments and follow the three-factor model to manage the risk level in individual portfolios. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client executes an Investment Policy Statement that documents their objectives and their desired investment strategy.

Risk of Loss

All investment programs have risks that are borne by the investor. Our investment approach constantly keeps risk in mind. Investors face the following investment risks:

1. **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
2. **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic, and social conditions may trigger market events.
3. **Inflation Risk:** When of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
4. **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
5. **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
6. **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
7. **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
8. **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Item 8 Disciplinary Information

In 2018 IIS filed a Consent Agreement with the Indiana Secretary of State Securities Division to pay a \$1500 fine for neglecting to complete and file a required Division online questionnaire.

In 2019 IIS filed a Consent Agreement with the Indiana Secretary of State Securities Division to pay a \$1500 fine for neglecting to submit all Parts of its Form ADV by the required deadline.

Item 9 Other Financial Industry Activities and Affiliations

IIS is Indiana state-registered investment advisor. IIS has no affiliations with broker-dealers, custodians, or other third-party entities. However, Derek M. Robertson, 100% Class B stockholder is employed by Securities America, which has no affiliation or business transactions with IIS for Curtis H. Robertson or Daniel Lubs.

Item 10 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

The employees of IIS have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

IIS and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with the provisions of the IIS Compliance Manual.

Item 11 Brokerage Practices

Selecting Brokerage Firms

IIS does not have any affiliation with product sales firms. Specific custodian recommendations are made to Clients based on their need for such services. IIS recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates. IIS recommends Charles Schwab & Co., Inc. as its discount brokerage firm.

Best Execution

IIS reviews the execution of trades at each custodian each month. The review is documented in the IIS Compliance Manual. Trading fees charged by the custodians is also reviewed on a quarterly basis. IIS does not receive any portion of the trading fees.

Soft Dollars

IIS does not receive a software maintenance credit from Charles Schwab & Company because some client assets are custodial at Schwab.

Order Aggregation

Most trades are mutual funds where trade aggregation does not garner any client benefit.

Item 12 Review of Accounts

Curtis H. Robertson and Daniel Lubs perform regular account reviews. They are performed frequently when market conditions dictate. Other conditions that may trigger a review are changes in the tax laws, new information, and changes in a client's own situation.

Clients receive periodic communications on at least a quarterly basis. Investment Management clients receive written quarterly updates. The written updates may include a portfolio statement and a summary of asset allocation plus portfolio performance.

Item 13 Client Referrals and Other Compensation

IIS has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm may compensate Brooks & Co., for leads it may refer. IIS does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Item 14 Custody

All assets are held at qualified custodians, and they provide account statements directly to clients at their address of record at least quarterly. Clients are urged to compare the statements received from their custodians to the report statements provided by IIS.

Item 15 Investment Discretion

IIS does not accept unlimited discretionary authority. IIS accepts limited power of attorney to manage securities accounts within the framework of the clients' investment policy statement. IIS has the limited power of attorney authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold.

IIS does not receive any portion of the transaction fees paid by the client to the custodian on certain trades.

Limited power of attorney trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment policy that you have approved in writing. A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that we may execute the trades.

Item 16 Voting Client Securities

IIS does not vote proxies on securities. Clients are expected to vote their own proxies. When assistance on voting proxies is requested, IIS will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the client.

Item 17 Financial Information

IIS does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

Item 18 Business Continuity and Succession Plan

IIS has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services, or key people.

The Business Continuity Plan covers natural disasters such as snowstorms, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

IIS has succession plan in place for the incapacitation or untimely passing of Curtis Robertson. Daniel Lubs has been added to the team and will assume responsibility for business and client activities.

Item 19 Information Security Program

IIS maintains an information security program through Bitlocker and Horney to reduce the risk that your personal and confidential information may be breached. Personal Identification Numbers are required for all electronic devices, and the offices are locked.

Brochure Supplement – Form ADV Part 2B

Item 1 Investment Advisor

Curtis H. Robertson was born in March 1942. His CRD number is 401245. His contact information is 317-843-5779 and curt@integratedinvestments.biz.

Item 2 – Education Background and Business Experience

Curtis graduated from Indiana University in 1968. He founded IIS in 1991 and is President, sole shareholder of IIS Class A stock, and is Chairman of the Board of Directors. Curtis has served as president more than 30 years and was previously affiliated with Securities American, Inc. Prior to that he was affiliated with Alaska Capital Management, Corporation. (“ACM”) a broker/dealer registered with the Securities and Exchange Commission and the Financial Industry Regulatory Authority, Inc. Prior to his affiliation with ACM, he was affiliated with Royal Alliance Associates, Inc. as a registered representative. That affiliation began in December 2001. Royal Alliance is also a broker/dealer registered with the Securities and Exchange Commission and the Financial Industry Regulatory Authority, Inc. Mr. Robertson has been in the investment and securities business in various capacities for more than 45 years.

Item 3 – Disciplinary Information

None. There have not been any civil or criminal actions brought against Curtis, nor has there been any administrative proceedings before the state, SEC, or other regulatory authority.

Item 4 – Other Business Activities

None. Curtis is not actively engaged in any outside business activities or occupation.

Item 5 – Additional Compensation

None. Curtis has no sources of compensation related to investment advisory services other than the compensation received by client fees. He does not participate in revenue sharing or soft dollar arrangements with any third-party.

Item 6 – Supervision

Curtis is responsible for the operations of IIS including monitoring its clients’ accounts. The IIS independent compliance consultant, Susan E. Mitchell oversees its compliance program and regulatory compliance requirements. Although Curtis does not “report” to Susan, she will review certain practices within IIS, such as personal transaction reports, regulatory compliance policies and random review of firm activities.

Item 7 – Requirements for State Registered Advisers

Curtis is registered with the state of Indiana and has passed all the necessary exams to operate as a registered investment advisor representative. Through the assistance of his compliance consultant, Curtis will comply with the state's requirements. Curtis has not been the subject of an arbitration claim, has not been found liable in any civil, self-regulatory organization, or administrative proceeding, and has not been the subject of investigation.

Brochure Supplement – Form ADV Part 2B

Item 1 Investment Advisor

Daniel Lubs was born in December 1987. His CRD number is 7032080. His contact information is 317-843-5779 and daniel@integratedinvestments.biz.

Item 2 – Education Background and Business Experience

Daniel graduated from Purdue University and serves as Vice President and member of the Board of Directors of IIS. He has prior experience as an insurance agent and financial specialist with Allstate Insurance Company and has an extensive background in engineering, holding positions with several companies as Director of Operations, Vice President, Project Manager, and Technical Advisor.

Item 3 – Disciplinary Information

None. There have not been any civil or criminal actions brought against Daniel, nor has there been any administrative proceedings before the state, SEC, or other regulatory authority.

Item 4 – Other Business Activities

None. Daniel is not actively engaged in any outside business activities or occupation.

Item 5 – Additional Compensation

None. Daniel has no sources of compensation related to investment advisory services other than the compensation received by client fees. He does not participate in revenue sharing or soft dollar arrangements with any third-party.

Item 6 – Supervision

Daniel is supervised by Curtis, who is responsible for the operations of IIS including monitoring its clients' accounts. The IIS independent compliance consultant, Susan E. Mitchell oversees certain elements of its compliance program and regulatory compliance requirements.

Item 7 – Requirements for State Registered Advisers

Daniel is registered with the state of Indiana and has passed all the necessary exams to operate as a registered investment advisor representative. Through the assistance of his compliance consultant, Daniel will comply with the state's requirements. Daniel has not been the subject of an arbitration claim, has not been found liable in any civil, self-regulatory organization, or administrative proceeding, and has not been the subject of investigation.