

IAG

WEALTH MANAGEMENT

INNOVATIVE ADVISORY GROUP

FIRM BROCHURE

Version 2024.3

Primary Business Address

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This brochure provides information about the qualifications and business practices of INNOVATIVE ADVISORY GROUP, LLC. If you have any questions about the contents of this brochure, please contact us at (781) 218-2250 or by electronic mail at legal@innovativewealth.com. Except where indicated, the information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any equivalent state securities authority.

Additional information about INNOVATIVE ADVISORY GROUP, LLC is also available on the United States Securities and Exchange Commission website at <http://www.adviserinfo.sec.gov>. Please do note that INNOVATIVE ADVISORY GROUP, LLC is not responsible for the maintenance or management of this website.

INNOVATIVE ADVISORY GROUP is an Independent Registered Investment Advisor.

- Independent solely and only implies that INNOVATIVE ADVISORY GROUP is not affiliated with any other firm.
- Registered solely and only implies that INNOVATIVE ADVISORY GROUP has registered itself with the appropriate regulatory organization within the United States.
- Investment Advisor solely and only implies that INNOVATIVE ADVISORY GROUP portrays itself to be a firm that provides Investment Advice in accordance with all the disclosures in this brochure.
- Being a registered investment advisor does not imply a certain level of skill or training.

Item 2. Material Changes

March 30, 2011	Initial Revision; 2010 Annual Update in Brochure Format
May 27, 2011	<p>Changed Version to 1.1</p> <p>Item 5.1: Added Investment Advisory Services Expenses</p> <p>Item 5.2: Removal of Specific Investment Research Fee</p> <p>Item 8.2: Minor corrections to Margin Transaction and Options</p> <p>Item 10.2: Added a missed firm relationship</p> <p>Item 12.1: Added additional information</p> <p>Item 16: Added further information for Maine residents</p> <p>Item 18: Financial Information. Added clarification information</p>
October 01, 2011	<p>Changed Version to 1.2</p> <p>Added Additional Office Address</p>
March 12, 2012	<p>Changed Version to 1.3</p> <p>Item 4.3: Added Other Special Services</p> <p>Item 5.1: Added Other Special Services</p> <p>Item 12.2: Corrected information on Pensco Trust Company</p> <p>Item 14: Corrected and clarified information pertaining to Client Referrals and Other Compensation</p> <p>Item 19: Added Office Locations and Contact Information</p>
April 09, 2012	Changed contact information on cover Page
August 20, 2012	<p>Changed Version to 1.4</p> <p>Item 4.1: Removed Capital Market Solutions, LLC as the owner. Added clarification to ownership and investment advisory services activity</p> <p>Item 4.2: Removed Ms. Laurie Bachelder as a Management Person</p> <p>Item 10.4: Removed Ms. Laurie Bachelder; Added Mr. Rajeev Kotyan's information</p> <p>Item 12.1: Added clarification to TD Ameritrade brokerage</p> <p>Item 12.2: Added clarification to PENSCO custodian services</p> <p>Item 13.1: Removed Ms. Laurie Bachelder from Investment Committee</p> <p>Item 14: Added TD Ameritrade and PENSCO Specific Disclosures</p>
October 16, 2012	<p>Changed Version to 1.5</p> <p>Item 10.2: Removed Kenmar Properties</p> <p>Item 19: Removed South Portland office</p> <p>Item 19: Removed Ms. Laurie Bachelder and Mr. Odias Bachelder II</p>
January 28, 2013	<p>Changed Version to 1.6</p> <p>Changed Copyright to include 2013</p> <p>Changed Registered Office Address on Cover Page</p> <p>Item 4.3: Updated Annual Assets Under Management</p> <p>Item 10.2: Removed Equity Trust Company and AllianceBernstein from Client AMA</p> <p>Item 10.4: Remove Mr. Rajeev Kotyan's additional disclosure</p> <p>Item 19: Changed Registered Office Address; Removed Lakewood, CA address; Removed Mr. George Zuluaga</p>
June 03, 2013	<p>Changed Version to 2.0</p> <p>Updated NUA Advisors, LLC to NUA Advisors in various places</p> <p>Item 4.1: Updated legal name change and other information</p>

September 26, 2013	<p>Item 14: Updated Five Star Professional Award for Kirk Chisholm for Year 2013</p> <p>Changed to Version 2.1</p> <p>Item 4.1: Updated primary registration state to Commonwealth of Massachusetts Removed primary registered office</p> <p>Item 4.3: Added section on Plan Participant Accounts</p> <p>Item 5.1: Added reference to Plan Participant Accounts</p> <p>Item 10.2: Updated Insurance and Surety provider information</p> <p>Item 12.2: Added clarification to custodian fees (last sentence)</p> <p>Item 15: Added reference to plan provider</p> <p>Item 16: Added reference to plan provider</p> <p>Item 18: Changed Financial Information requirement to reflect requirements for Commonwealth of Massachusetts</p> <p>Item 19: Updated Office Location Information</p>
December 02, 2013	<p>Changed to Version 2.2</p> <p>Item 10.2: Removed Vendor Executive Office Center</p> <p>Item 19: Removed office location in Portland, ME</p>
March 14, 2014	<p>Changed to Version 2.3</p> <p>Changed Primary Business Address; Updated Copyright notice</p> <p>Item 4.3: Added clarification to One-Participant Plan Accounts; Updated Annual Assets Under Management</p> <p>Item 10.2: Updated Firm Relationships</p> <p>Item 10.4: Updated Management Persons Relationships</p> <p>Item 19: Updated Office Location Information</p>
August 01, 2014	<p>Changed to Version 3.0</p> <p>Changed NUA Advisors to Innovative Advisory Group, LLC</p>
January 02, 2015	<p>Changed to Version 3.1; Updated Copyright notice</p> <p>Item 4.3: Updated Annual Assets Under Management</p> <p>Item 10.2: Updated Firm Relationships</p>
February 05, 2015	<p>Changed to Version 3.2</p> <p>Item 4.1: Updated definition of IAG Wealth Management</p> <p>Item 5.1: Added clarity on fees for all services disclosed</p> <p>Item 5.2: Added clarity on Other Compensation for IAR's</p> <p>Item 7: Added clarity on estate clients, and restrictions on all clients</p> <p>Item 10.4: Added clarity on business of Harrington Eight, LLC</p> <p>Item 10.5: Added section on Recommendation of Third-Party Money Managers</p> <p>Item 11: Added clarity to Code of Ethics and Trading policy</p> <p>Item 12: Added clarity to benefits received from Brokers and Custodian recommendations</p> <p>Item 12.3: Added section on Aggregation of Purchase and Sales of Securities</p> <p>Item 15: Added clarity on withdrawal of IAG Fees</p> <p>Item 18: Added clarity to the financial information disclosure</p> <p>Item 19: Added section specific to state registered advisors</p> <p>Item 20: Moved from Item 19 to Item 20</p>
February 22, 2016	<p>Changed to Version 3.3; Updated Copyright notice</p> <p>Item 4.3: Updated Annual Assets Under Management</p>

	Item 5.2 : Added IAG Website Specific Compensation
	Item 13 : Added clarity to the entire section
	Item 14 : Added 2015 and 2016 awards to the list
	Item 15 : Added clarity to fee withdrawal and change of client information
May 25, 2016	Item 20 : Changed city of Home Office address in New Jersey Changed to Version 3.4
	Item 5.2 : Added IAG Research Sales Compensation
September 12, 2016	Item 8.4 : Added Section on Investment Risk disclosures Changed to Version 3.5
	Item 12.2 : Updated information about Custodian
	Item 20 : Removed office location in New Jersey; Removed Ms. Fumiji Aoki
February 22, 2017	Changes to Version 3.6; Updated Copyright notice
	Item 4.3 : Updated Annual Assets Under Management
September 25, 2017	Changes to Version 3.7
	Item 5.1 : Added information with regards to lower fees may be available from other advisors
	Item 5.2 : Added clarity to other compensation of Management Person
	Item 8.4 : Added Disclosure Risk
	Item 9 : Added clarity as to where to get additional information
	Item 10.4 : Added clarity as to where to find additional disclosures
	Item 15 : Added clarity in first paragraph
	Numerous spelling and grammatical corrections throughout the document
February 15, 2018	Changed to Version 3.8; Updated Copyright notice
	Item 4.3 : Removed Third-Party Money Managers (Sub-Advisors); Updated Annual Assets Under Management
	Item 5.1 : Removed reference to Sub-Advisors and clarified percentage fees as currently charged
	Item 5.2 : Removed reference to Research Sales Compensation
	Item 10.5 : Clarified status with Third-Party Money Managers
	Numerous spelling and grammatical corrections throughout the document
March 23, 2018	Changed to Version 3.9
	Item 5.1 : Added Disclosure specific to State of Arizona residents
	Item 10.4 : Clarified Management Persons arrangements and relationships
April 23, 2018	Changed to Version 4.0
	Item 20 : Added Office and Contact information in State of Arizona
	Numerous spelling and grammatical corrections throughout the document
June 01, 2018	Changed to Version 4.1
	Item 20 : Updated Arizona Office Address.
February 28, 2019	Changed to Version 2019: Updated Copyright notice
	Item 4.3 : Updated Annual Assets Under Management
	Item 5.2 : Added IAG Solicitor Compensation
	Item 5.3 : Added Solicitor Recommendation and Referrals Compensation

	Item 10.4 : Clarified Management Persons arrangements and relationships
	Item 14 : Added additional information about solicitor arrangements
	Item 20 : Corrected Arizona Office Address.
September 16, 2019	Changed to Version 2019.1
	Item 5.1 : Corrected grammatical errors
	Item 18 : Add clarity to Financial Information
November 13, 2019	Changed to Version 2019.2
	Item 4 : Replaced EIN with CRD#
	Item 20 : Added Office Locations and Contact Information
February 12, 2020	Changed to Version 2020.2: Updated Copyright notice
	Item 4.3 : Updated Annual Assets Under Management; Added grammatical clarity in AMA section
	Item 5.1 : Added clarity to Fee Schedule
	Item 7 : Added clarity to Estates section
	Item 10.2 : Added solicitor arrangements; Updated other arrangements
	Item 12 : Added clarity for PPA in Brokerage and Custodian sections
	Item 14 : Added clarity for solicitor arrangement
	Item 20 : Updated staff information
May 27, 2020	Changed to Version 2020.3
	Item 5.1 : Added clarity to Fee disclosure
June 09, 2020	Changed to Version 2020.4
	Item 1 : Corrected SEC URL; Added clarity to disclosures
	Item 8 : Added clarity to the Risk of Loss and material risk
	Item 12.2 : Added additional disclosures to Pensco
August 07, 2020	Changed to Version 2020.5
	Item 4.2 : Added CRD numbers for Kirk Chisholm and Rajeev Kotyan
	Item 4.3 : Added additional information to Comprehensive Financial Planning Service
	Item 5.1 : Added Billing and Invoicing Disclosure; Updated Financial Planning Fees Option; Changed Custodian Name
	Item 5.3 : Clarified IAG Solicitor Compensation
	Item 10.2 : Added clarification and updated custodian name
	Item 12.2 : Updated custodian information with the new name and appropriate information
	Item 14 : Updated custodian name
September 21, 2020	Changed to Version 2020.6
	Item 4.3 : Updated Asset Management Account Services
	Item 5.1 : Updated Investment Advisory Services Fees
December 21, 2020	Changed to Version 2020.7
	Item 5.3 : Added clarification to IAG Solicitor Compensation
	Item 10.2 : Updated firms to Solicitor Arrangements
January 12, 2021	Changed to Version 2021.1; Updated Copyright notice
	Item 4.3 : Updated Annual Assets Under Management
	Item 5.1 : Added clarity to Comprehensive Financial Planning and Business Retirement Planning Fees
	Item 20 : Update Office Location for New York Office
March 09, 2021	Changed to Version 2021.3

July 01, 2021	<p>Item 20: Added Office Location in Texas Changed to Version 2021.7 Initial filing with United States Securities and Exchange Commission Item 4.3: Updated Assets Under Management Item 9: Updated to coincide with US SEC filing. Item 10.2: Updated to provide appropriate clarity. Item 12.2: Added CNB Custody as custodian. Item 14: Removed state related information; Added CNB Custody Item 18: Removed state related information. Item 19: Removed state related information; Added Office locations. Item 20: Removed entirely.</p>
March 01, 2022	<p>Changed to Version 2022.3; Updated Copyright notice Item 4.1: Added SEC # Item 4.2: Updated Assets Under Management Item 12.1: Added ErisX Item 12.2: Added clarification to PPA account recommendation Item 14: Added ErisX specific disclosures Item 19: Removed entirely.</p>
January 27, 2023	<p>Changed to Version 2023.1; Updated Copyright notice Item 4.3: Updated Assets Under Management Item 5.2: Added clarification to IAG Solicitor Compensation Item 5.3: Added clarification to IAG Solicitor Compensation Item 10.4: Added management owners in Innovative Media, LLC Item 12: Updated ErisX to Cboe Item 14: Updated TD and ErisX changes</p>
September 14, 2023	<p>Changed to Version 2023.2 Item 5.1: Changed TD Ameritrade to Charles Schwab & Co., Inc. Item 12.1: Changed TD Ameritrade to Charles Schwab & Co., Inc. Item 14: Changed TD Ameritrade to Charles Schwab & Co., Inc.</p>
March 18, 2024	<p>Changed to Version 2024.3; Updated Copyright notice Item 4.3: Updated Assets Under Management Item 12.2: Removed Pacific Premier Trust Item 14: Removed Pacific Premier Trust Corrected various grammatical errors</p>

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Item 4. Advisory Business

4.1. Formation and Ownership

February 2008	NUA Advisors, LLC was formed as a New Jersey Limited Liability Company
July 2008	Registered as an Investment Advisor with primary registration in State of Maine
April 2009	Converted to Maine Limited Liability Company
May 2013	Changed name to Innovative Advisory Group, LLC and continued to do business as NUA Advisors
	Converted to Massachusetts Limited Liability Company
September 2013	Changed primary registration to Commonwealth of Massachusetts
August 2014	Included the use of IAG Wealth Management for marketing. IAG Wealth Management is only a description of the services provided, and not the name or assumed name under which Innovative Advisory Group provides its services. IAG is an acronym for Innovative Advisory Group, and Wealth Management is a descriptive service definition. Used together as IAG Wealth Management is a service mark of Innovative Advisory Group, LLC.

CRD #: 146618 SEC #: 801-122046

Innovative Advisory Group, LLC (IAG) is owned by two individuals equally through their appropriate intermediate holding companies as follows:

Mr. Kirk Chisholm – Stirling Global Advisors, LLC

Mr. Rajeev Kotyan – Blue Haven Group, Inc.

Each of the individuals is a 100% owner of their respective holding company. It should be noted that ownership of IAG does not imply that the person or entity can provide investment advisory services. Only disclosed Management Persons and those listed as Investment Advisor Representatives in IAG's Brochure Supplement is permitted to provide investment advisory services through or on behalf of IAG.

4.2. Management Person

Mr. Kirk Chisholm and Mr. Rajeev Kotyan are Management Persons of IAG based on the appointment by Managers as passed by resolution of Operating Agreement of IAG. Management persons may also be IAG's Investment Advisor Representatives only if they are appropriately licensed and registered in accordance with appropriate regulators. Currently these are the only management persons of IAG, and all of them are also Investment Advisor Representatives.

Mr. Kirk Chisholm

Born April 1975; BA in Economics; Trinity College, Hartford, CT. Independent Representative and Investment Adviser Representative with UBS (1999-2003), Smith Barney (2003-2005), Royal Alliance (2005-2008). Mr. Kirk Chisholm's CRD # is 4004975

Mr. Rajeev Kotyan

Born July 1970; Bachelor of Engineering (Computers & Finance) - India. Financial and Technology Risk Management for various firms 1991-2005 including Citigroup, Investors Bank and Trust and Dow Jones. Business Advisor and Planner, owner for Blue Haven Group, Inc. Mr. Rajeev Kotyan's CRD # is 5479610

4.3. Services Offered

Investment Advisory Services

Innovative Advisory Group, LLC provides Investment Advisory Services with regard to, but not limited to mutual funds, stocks, bonds, private and public partnerships, annuities, real estate investment trusts and other investment products that may not be considered securities. IAG provides full-service investment management which will take into consideration the clients' individual needs, objectives and risk tolerance. IAG as a full-service investment advisor will address such issues as financial goals, risk management, taxation, retirement goals, investments, education and estate planning, relative to the investment management. It also may provide more limited and isolated services based on the clients' request and requirements. IAG offers its services to individuals, as well as corporate clients (including small businesses which may be sole proprietors and other unregistered businesses and partnerships). Either client or IAG may terminate this service agreement at any time with written notice to the other.

Asset Management Accounts (AMA): IAG may act as the investment manager for a client's portfolio. IAG in its capacity as an investment advisor and IAG's Investment Advisor Representatives (IAR) will manage and direct specified assets of a client on a discretionary basis. Clients may request IAG and IAG IAR's for asset management on a non-discretionary basis, and such may be permitted on a case-by-case basis and in discussion with the client. Clients will permit trading authority to IAG's representatives to purchase and sell in the account pursuant to investment objectives of the client, to liquidate previously purchased investments, and purchase and sell separate accounts within annuities. Other investments such as equities, fixed income, structured products, and other investment products may be purchased and sold at the client's requirements. In authorizing the use of an AMA, the IAR obtains the necessary financial data from the client, assists the client in determining suitability, investment requirements, education and/or restrictions and assists the client in setting appropriate investment objectives. The client receives a monthly or quarterly statement showing account activity as well as positions held in the account as directly provided by the custodian, in accordance with the custodian's policy and procedure. IAG does not custody any assets. Additionally, the client receives confirmation of each transaction that occurs with the AMA directly from the custodian of the AMA and will be within their policy. The client may also receive reports describing performance, positions and activities directly from the custodian of the AMA. While IAG is not responsible for the policy and procedures of the AMA custodian, IAG will make efforts to make sure that the AMA custodian follows the mentioned requirements.

Plan Participant Accounts (PPA): Clients may provide IAG and IAG's IAR with authorization to manage assets held within an Employer Sponsored Plan (i.e. plan participant account). IAG shall provide Client with allocation services within the PPA, restricted to the options available within the PPA. Unless separate trading authorization is provided to IAG, Client will be responsible for the implementation and execution of allocation recommendations within the PPA. Client may permit trading authorization to IAG and IAR, if such is available by the Plan, upon which IAG and its IAR shall carry out trades within the PPA on behalf of the Client. Client should expect to receive detailed quarterly reports, statements and trade confirmations in accordance with the PPA policies and procedure.

One-Participant Plan Accounts (OPA): These plans shall be treated as AMA, limited to Client and Client spouse as defined in the Internal Revenue Code for One-Participant Plans.

As of December 31, 2023 (approx. and rounded to the nearest \$100,000.00)

Discretionary Assets Under Management	\$ 129,000,000.00
Non-discretionary Assets Under Management	\$ 00,000.00
Totals	\$ 129,000,000.00

Comprehensive Financial Planning Services

IAG shall provide the client with comprehensive Financial Planning Services that will include a review of client's financial circumstances, financial goals and a written report of recommendations. This information normally would cover present and anticipated assets and liabilities, including insurance, savings, investments, and anticipated retirement or other employee benefits. The program developed for clients will usually include general recommendations for a course of activity or specific actions to be taken by Clients. For example, recommendations may be made that the Client obtains insurance or revise existing coverage, establish an individual retirement account, increase or decrease funds held in savings accounts or investment funds in securities. IAG may refer clients to a tax accountant or attorney for development of tax or estate plans, in coordination with the financial plan recommendations. IAG does not render legal, tax or accounting advice or prepare any legal documents for clients. Client's personal attorney shall be solely responsible for providing legal advice, legal opinions, legal determinations and legal documents. Client's personal tax adviser or accountant shall be solely responsible for any tax or accounting services provided to client. IAG may also create a cash flow analysis or work with and advise clients as to the rearrangement of cash flow in order to achieve certain goals and objectives such as buying a house, education planning, retirement planning, etc.. Clients who receive Financial Planning Services may receive Investment Advisory Services from IAG. Thus, IAG may have a conflict of interest when providing Comprehensive Financial Planning Services because IAG may receive additional compensation if Client chooses to use Investment Advisory Services from IAG. Client is under no obligation to use IAG's Investment Advisory Services.

Some of the planning services are:

- a. Credit Report Analysis: Review of the credit reports as made available by the client to IAG from the various credit bureaus to analyze how the various accounts and account types are affecting the positive or negative aspects of the client's credit worthiness.
- b. Cash Flow Analysis: Review of the inflows and outflows of cash that a client has, based on the data provided by the client to IAG. The analysis provides the client an understanding of their potential for savings, spending and investment, and assists in the determination of financial projections.
- c. Income Tax Analysis: Review from an investment advisor perspective, including but not limited to investment tax gains or losses and retirement contribution impact. IAG does not render comprehensive tax advice, and shall with client approval, work with the clients' tax accountant, as appropriate.
- d. Retirement Analysis: Projection to determine if client will have the resources to achieve their stated retirement goals, and/or to provide optional strategies to improve the probability of success.
- e. Estate Plan Analysis: Provide an investment advisor perspective, including but not limited to allocation of portfolio to beneficiaries and charities. IAG does not render legal advice, and shall with client approval, work with clients' estate planning attorney, as appropriate.
- f. Insurance Analysis: Provide a review and analysis to include, but not limited to survivor needs, disability needs, and long-term care needs. IAG hereby discloses that IAG is not licensed to sell any insurance products, but the IAGs IAR's may be licensed in certain states.

- g. Education Analysis: Project to determine if clients will have the resources to achieve their stated education financial goals, and/or provide optional strategies and choice to improve probability of success.
- h. Individual Investment Analysis (non-securities investments): Provide a review of the non-securities, based on the information that has been made available to the client, and/or from publicly available sources, or from third-party providers and aggregators. IAG does not provide legal or tax advice on the documents, and shall with client approval, work with the client attorney and accountant, as appropriate.
- i. Investment Portfolio Analysis: Provide a review of client investment portfolio, including but not limited to the status, and the projections based on market assumptions. This service is only available to client who do not use IAG's Investment Advisory Services.

Start: Disclosures Specific to State of California Residents

In accordance with California Code of Regulations Title 10, Chapter 3, Subchapter 2, Article 10, Section 260.235.2, IAG hereby discloses:

- a) A conflict exists between the interests of IAG and the interests of the Client, and neither the Client nor IAG are under any obligation to align their interests,
- b) Client is under no obligation to act upon the financial plan recommendations provided by IAG,
- c) If the Client elects to act on any of the financial plan recommendations provided by IAG, the client is under no obligation to effect any transactions through the services provided by IAG.

End: Disclosures Specific to State of California Residents

Business Retirement Planning Services

IAG provides Business Retirement Planning Services with regard to, but not limited to development and selection of Employee Retirement Plans. The services would include the following:

- A. Plan and Platform Identification Services: This shall include plan participant profiling of risk, retirement goals and objective, investment objective and estate planning objectives for the purposes of development and/or identification of appropriate plans and platforms which meet the requirements of the Client and plan participants.
- B. Plan and Platform Document and Operation Review: This shall include review and analysis of plan documents and platform operations, in accordance with the goals of the Client and the plan participants.
- C. Plan Administration Review: This shall include either, research and recommendation of Plan Administrator to satisfy the need of the Plan or review and analysis of the Plan Administrator in accordance with the Plan Document requirements.
- D. Investment Recommendation Services: This shall include either the recommendation of types investment, including but not limited to mutual funds, stocks, bonds, private and public partnerships, annuities, real estate investment trusts and other investment products that may not be considered securities, and/or the research and analysis of existing investments in the Plan, in accordance with the Plan Documents.

Client may choose any/or all of the above services which shall determine the scope of the service provided. As part of the service, IAG may refer clients to a specific Plan sponsor, platform, broker(s), custodian(s) and administrator(s), accountants or attorneys for development, administration, auditing or legal advice. IAG does not render legal, tax, plan sponsorship, or administration of the Plan. Client's attorney shall be solely responsible for providing legal advice, legal opinions, legal determinations and legal documents associated with the Plan or contracts with the third-party provider, accountant or any other provider to the Plan. IAG shall provide review

and analysis of the Plan on an annual basis, at the anniversary of the Plan, or anniversary of agreement. IAG does not provide any ongoing supervision or monitoring of the Plan. Either client or IAG may terminate this agreement at any time with written notice to the other.

IAG does not provide investment advice or allocation services to the Plan participants, unless the individual plan participants have signed a separate Investment Advisory Services Agreement or Comprehensive Financial Planning Services Agreement with IAG or is a one-participant plan. Plan assets shall not be considered as Assets under Management, and the cumulative value of the Plan Assets may only be used for the purposes of charging fees.

As of December 31, 2023 (approx. and rounded to the nearest \$100,000.00)

ERISA Discretionary Plan Assets	\$	0.00
ERISA Non-discretionary Plan Assets	\$	0.00
Totals	\$	0.00

Other Special Services

IAG may provide other services, such as identification of third-party money managers, business management consulting, family office, office management or similar services under any other name. Such services are discussed with the client, and terms and fees negotiated between the individual, family or business requesting such services with IAG. Other services may be provided to clients who do not use any of the aforementioned services provided by IAG and IAG IARs. With any of such services, neither IAG nor IAG IARs shall have any custody of any client accounts in accordance with [Item 15: Custody](#).

Item 5. Fees and Compensation

5.1. Fees from Services

For all services and fees described here, similar services may be available elsewhere at a cost more beneficial to the client. Neither IAG, IAR nor its representatives and employees can or will be able to provide a list of sources where such cost-beneficial services may be available and are under no obligation to research this information for clients or prospective clients. Except as provided in [Item 5.2 IAG IAR Specific Compensation](#), Item 5.2 IAG Solicitor Compensation and Item 5.3 IAG Solicitor Compensation, all fees are collected only and solely by IAG.

Billing and Invoicing Disclosure

IAG will send to the client a written invoice or statement, which includes, but not limited to, the total fee, the formula (if any) used to calculate the fee, the fee calculation, the time period covered by the fee, the assets under management on which the fee is based, the names of the custodian(s) or broker-dealer where the client accounts are held. Such an invoice or statement shall be sent to the client either with the request for payment or upon receipt of payment of fees. We urge clients to compare this information with the fees listed in the account statement. For compensation received by IAG through a solicitor arrangement, the invoice or statement shall be provided by the third-party investment advisor firm.

Investment Advisory Services

Asset Management Accounts (AMA), Plan Participant Accounts (PPA) and One-Participant Plan Accounts (OPA), fees are based on an annual fee, based on a percentage of assets under management. There is no minimum balance required for the cumulative AMA, PPA and OPA and fees are charged based on the percentage of assets under management. The fee is negotiable and is payable quarterly in advance at the beginning of the quarter (typically first day of January, first day of April, first day of July and first day of October) and is based on the total assets under management at the end of the reporting period, which shall be the end of the previous quarter. Fees for the initial quarter shall be calculated on a pro-rata basis and shall be collected prior to the end of the initial quarter, following the receipt of assets within an AMA, PPA or OPA account. Upon termination, the advance collected fees shall be refunded on a pro-rata basis. Pro-rata fees are calculated using the formula: $\text{Pro-rata Quarterly Fee} = [(\text{Quarterly Fee}) / (\text{Number of Days in the Quarter})] * (\text{Number of Days Assets are managed in the quarter})$, and whereas Quarterly Fee is calculated as $\text{Quarterly Fee} = [(\text{Total Value of all Assets Under Management}) * (\text{Agreed upon Client Fee})] / 4$. All account fees are deducted from the AMA and OPA accounts pursuant to client authorized custody agreement unless other arrangements have been made in writing. For PPA only Clients, fees will be billable to client directly, unless PPA allows for withdrawal of such fees and client authorizes IAG to collect such fees from PPA with appropriate notification to Plan.

Currently IAG charges up to 2.00% of assets under management, but generally the range is between 1.00% and 2.00%

Fees will be negotiated by IAR, IAG and the client, and could be higher than disclosed here. IAG reserves the right to reduce, discount or waive fees at its sole discretion. The percentage of assets under management agreed to in the client agreement as the basis for the advisory fee will remain in effect until a new fee is negotiated and agreed to in writing by the client and IAG. If requested by the client and specific to such client only, IAG reserves the right to charge the client a flat or hourly

fee in lieu of assets under management charge, this fee will be negotiated by the client, IAG and IAR.

Account Fees and Transaction Fees: If applicable these fees may be incurred in the account. These fees are charged by the custodian and broker and IAG does not receive any portion of these fees. Fees will vary depending on the custodian and broker and will be outlined in the client agreement from the specific custodian and broker.

Investment Advisory Services Expenses: For clients that request IAG to research, review and analyze investments that are specific to their requirements, IAG may incur expenses associated with such research and review and will be reimbursed at cost to IAG. These expenses may include the cost of obtaining research material, travel costs associated with meeting with investment specialists and other actual costs. IAG shall make a reasonable effort to notify the client in advance and receive consent prior to incurring such expenses, provided such expenses are greater than \$200.00, if known in advance.

Other fees: Fees other than account fees and transaction fees may be incurred in relation to the AMA, PPA or OPA. IAG does not impose these fees or receive any portion of these fees. These fees may include, but are not limited to, the following: mutual fund or money market 12b-1 and sub transfer agent fees, mutual fund or money market management fees and administrative expenses, mutual fund transaction fees, certain deferred sales charges on previously placed mutual fund transferred into the AMA, PPA or OPA, variable annuity expenses and other transaction charges and service fees, valuation fees, hedge fund and managed future investment fees and other charges required by law. Further information regarding charges and fees assessed may be found in the provider's prospectus or in their client agreement.

Comprehensive Financial Planning Services

Comprehensive Financial Planning Services may be charged on a fixed fee or hourly arrangement based upon the following fee schedule and as agreed upon between client and IAG by the IAR:

Fixed Fee Services (Option 1): Fixed or flat fees for a financial plan will range from \$500 - \$20,000, depending on the nature and complexity of each client's circumstances. Fixed fees for the financial plan may be payable up to fifty percent (50%) upon signing of the client agreement and the balance is due within 15 business days of delivery of the written financial plan. The financial plan shall be delivered within 90 days of signing the IAG client service agreement, provided the client furnishes all the data and documents required for analysis. IAR, IAG and Client may agree to a different schedule, based on the requirements of the Client.

Hourly Fee Services (Option 2): Hourly fees will range from \$150 - \$500 per hour, depending on the nature and complexity of each client's circumstances. An estimate for total hours will be determined at the start of the planning relationship. Hourly fees for up to fifty percent (50%) of the estimated hours may be payable upon signing of the agreement and balance is due within 15 business days of delivery of the written financial plan. The financial plan shall be delivered within 90 days of signing the IAG client service agreement, provided the client furnishes all the data and documents required for analysis. IAR, IAG and Client may agree to a different schedule, based on the requirements of the Client.

Limited Engagement: The Comprehensive Financial Planning Services is a limited engagement with the client and shall terminate once the written financial plan has been provided to the client. Client is under no obligation to act upon the recommendations provided.

Financial Planning Expenses: Any expenses that may be incurred by IAG on behalf of the client during the course of preparation of the financial plan will be reimbursed at cost to IAG. These expenses may include cost of acquisition of research materials, acquisition of past tax filings or travel expenses to meet with client's personal attorney, tax accountant, etc. IAG shall make reasonable efforts to notify the client in advance and receive consent prior to incurring such expenses, provided such expenses are greater than \$200.00, if known in advance.

Business Retirement Planning Services

Fees are negotiable and will vary depending upon the complexity of the client situation and services to be provided. Similar business retirement planning services may be available at lower cost to the client. Business Retirement Planning Services may be charged on a fixed fee, hourly arrangement or Percentage of Plan Assets as agreed upon between Client and IAG, by the IAR:

Fixed Fee Services (Option 1): Fixed or flat fees for a Plan recommendation will range from \$500 - \$20,000, depending on the nature and complexity of each client's circumstances. Fixed fees for the Plan recommendations are payable up to fifty percent (50%) upon execution of the IAG client service agreement, and 30 days prior to the annual anniversary date and the balance is due within 15 business days of delivery of the written recommendation plan. The recommendation plan shall be delivered within 90 days of signing the IAG client service agreement, provided the client furnishes all the data and documents required for analysis.

Hourly Fee Services (Option 2): Hourly fees will range from \$150 - \$500 per hour, depending on the nature and complexity of each client's circumstances. An estimate for total hours will be determined at the start or anniversary of the relationship. Hourly fees for up to fifty percent (50%) of the estimated hours will be payable upon signing the agreement, and 30 days prior to the annual anniversary date and balance is due within 15 business days of delivery of the written recommendation plan. The recommendation plan shall be delivered within 90 days of signing the IAG client service agreement, provided the client furnishes all the data and documents required for analysis.

Percentage of Plan Assets (Option 3): Plan Asset fees are based on an annual fee, based on a percentage of Plan Assets. There is no minimum balance required for the Plan assets. The fee is negotiable and payable quarterly in advance at the beginning of the quarter and is based on the total Plan Assets at the end of the reporting period, which shall be the end of the previous quarter. Fees for the initial and terminating quarter shall be calculated on a pro-rata basis and excess fees collected shall be refunded upon termination. All fees are payable either directly through the Plan sponsor, broker(s) or custodian(s), or paid directly by the client upon receipt of an invoice directly from IAG. Currently IAG charges up to 2% of Plan Assets. Fees will be negotiated by IAR, IAG and the client, and could be higher than disclosed here. IAG reserves the right to reduce or waive fees at its sole discretion. The percentage of assets under management agreed to in the IAG client service agreement as the basis for the advisory fee will remain in effect until a new fee is negotiated and agreed to in writing by the client and IAG.

Business Planning Services Expenses: Any expenses that may be incurred by IAG on behalf of the client during the course of preparation of the Plan recommendations will be reimbursed at cost to IAG. These expenses may include cost of acquisition of research materials, acquisition Plan information or travel expenses to meet with client's personal attorney, tax accountant, Plan Sponsor, broker(s), custodian(s), etc. IAG shall make reasonable efforts to notify the client in advance and receive consent prior to incurring such expenses, provided such expenses are greater than \$200.00, if known in advance.

Other Special Services

Fees are negotiable and will vary depending upon the complexity of the client situation and services to be provided. The fees shall be based on the scope of work to be provided and may be charged on an hourly or fixed fee basis, or any other model as negotiated with the client.

Other Special Services Expenses: Any expenses that may be incurred by IAG on behalf of the client during the course of providing the special services will be reimbursed at cost to IAG. These expenses may include travel expenses to meet with client's personal attorney, tax accountant, Plan Sponsor, broker(s), custodian(s), etc. IAG shall make reasonable efforts to notify the client in advance and receive consent prior to incurring such expenses, provided such expenses are greater than \$200.00, if known in advance.

In some situations, IAG fees could be higher than those provided by other sources. IAG hereby discloses that lower fees for comparable services may be available from other sources. Neither IAG nor its representatives or employees can or will be able to provide a list of sources where such lower cost services may be available and is under no obligation to research this information for the clients or prospective clients.

Start: Disclosures Specific to State of California Residents

In accordance with California Code of Regulations Title 10, Chapter 3, Subchapter 2, Article 10, Section 260.238(j), IAG hereby discloses that lower fees for comparable services may be available from other sources. Neither IAG nor its representatives or employees can or will be able to provide a list of sources where such lower cost services may be available and is under no obligation to research this information for the clients.

End: Disclosures Specific to State of California Residents

Start: Disclosures Specific to Commonwealth of Massachusetts Residents

Fees Charged by IAG	Fee Amount	Frequency Fee is Charged	Services
Assets Under Management Fee	1.00% - 2.00%	Quarterly in advance	Portfolio management; Financial/Business Planning
Fixed Fees	\$500 - \$20,000	50% upon engagement, balance on completion	Financial/Business Planning
Hourly Fees	\$150 - \$500 per hour	50% of estimated hours upon	Portfolio management;

		engagement, balance on completion	Financial/Business Planning
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Additional Fees and Costs to be discussed with IAG and IAR

Additional Fees/Costs	Chargeable to Client Account Yes/No	Charged Directly By and Paid Directly By Client To
Brokerage Fees	Yes	Charles Schwab & Co., Inc. Pacific Premier Trust CNB Custody
Custodian Fees	Yes	Charles Schwab & Co., Inc. Pacific Premier Trust CNB Custody
Mutual Fund/ETF Fees and Expenses	Yes	Charles Schwab & Co., Inc. Pacific Premier Trust CNB Custody

End: Disclosures Specific to Commonwealth of Massachusetts Residents

5.2. Other Compensation

IAG IAR Specific Compensation

- A. IAG IAR's who are not Management Persons as defined in [Item 4.2](#) may recommend insurance products to clients and the IAR may receive compensation for the sale of that product. IAG does not receive any compensation from the sale of the insurance products.
- B. IAG IAR's who are not Management Persons as defined in [Item 4.2](#) may provide tax, accounting or legal services un-affiliated with IAG and may receive compensation for rendering such outside business services. IAG does not provide any tax, accounting or legal services, and does not receive any compensation from the outside business services rendered by the IAR.

IAG Website Specific Compensation

IAG website is an information only website, and neither IAG nor IAG IAR's provide any investment advice or solicit any investment products through the IAG website. For the benefit of the readers of the IAG website, IAG provides numerous links to non-IAG affiliated sites. Some of these links may provide digital accessibility compensation to IAG. This compensation received by IAG is not associated with any investment transactions. Some non-IAG affiliated sites may require that readers of IAG's website may have to purchase some products on the non-IAG affiliated website, prior to IAG website receiving any compensation. IAG does not receive or accept any compensation for any purchase or sale of financial products, both securities and non-securities.

IAG Solicitor Compensation

As disclosed in [Item 14: Client Referrals and Other Compensation](#), IAG may have solicitor agreements, for which IAG may receive compensation for referring clients to unaffiliated registered investment adviser firm, only so long as the client remains a client of such firm.

5.3. Recommendations and Referrals Compensation

IAG may recommend or refer legal, tax, accounting or other professionals to clients, some of whom may be IAG IAR's or IAG clients. The client is not obligated to make use of these referrals and recommendations, and IAG shall work with the professional that the client chooses. IAG does not receive any fee or compensation for making such referrals and recommendations.

IAG Solicitor Compensation

IAG may have solicitor agreements with and recommend clients to unaffiliated registered investment adviser firms. In such an instance, IAG act as a solicitor and receives a portion of the fee paid to the unaffiliated registered investment adviser firm. In this case, the fees are collected by the unaffiliated registered investment advisers' firm from the clients, and a portion is provided to IAG, so long as the client remains a client of such firm. This does not raise the fee paid by the client and the client receives all required disclosure forms disclosing the terms of the solicitor relationship at the time the solicitation is made. Currently IAG receives from or pays out unaffiliated adviser firms up to 1% of its assets under management, for each specific client that is referred.

Item 6. Performance Based Fees and Side-By-Side Management

Performance based fees are defined as “Fees based on a share of capital gains on or capital appreciation of the assets of a client”.

IAG does not receive any performance-based fees solely and only based on share of capital gains on or capital appreciation of the assets of a client.

Item 7. Types of Clients

The following are the types of clients that IAG provides its listed services for:

(1) Individuals

This includes families and family units including children and family specific entities created for estate planning and management purposes. IAG maintains a strict anti-discrimination policy.

(2) Trusts

This includes any form of Trust entity, whether revocable or irrevocable. Neither IAG nor IAG IAR's shall take on the role of a Trustee or a co-Trustee but shall only provide services as agreed upon in the IAG client service agreement with the Trustee.

(3) Estates

This shall include management of AMA, OPA and PPA and family specific entity accounts created for estate planning and management purposes, upon the death of the Individual as defined above.

(4) Corporations or Business Entities

These shall include, but not limited to C-Corporations, S-Corporations, Limited Liability Companies, Limited Liability Partnerships, Partnerships, or any other form of entity as provided by law. In no case shall IAG take the role of a manager wherein there is an implied capacity of having custody of client assets.

(5) Employer Sponsored Plans

These shall include the various qualified and non-qualified plans that are permitted by under the United States Internal Revenue Code and/or United States Employer Retirement Income Security Act, or equivalent thereof as permitted by law. IAG shall not take on the role of a Trustee of the plan or have custody of the plan assets.

Restrictions: While there are no minimum account size requirements by IAG for any prospective or currently active Clients, IAG may place restrictions, at its own discretion, with respect to acceptance of clients and/or management of client accounts, if during the client review process finds evidence of fraudulent or prohibited transactions, which has not been initiated or recommended by IAG or IAG IAR's.

Item 8. Method of Analysis, Investment Strategies and Risk of Loss

All investments, whether in securities or non-securities is subject to risk. The degree of risk has many factors some of which include the inherent risk of the investment, the education and investment background of the client as it pertains to the investment, the changes in rules and regulations, environmental changes and changes in commerce and economics at micro and macro level. Risk inherent to an investment may also change over time and does not always mean reduction in risk. IAG in carrying out its research attempt to provide risk analysis not only at the investment level, but also at a client specific portfolio level, based on all the information that is currently available to IAG. IAG hereby discloses that all investments, securities, or non-securities is subject to risk of loss that the client should be willing to bear.

8.1. Method of Analysis

IAG uses the following primary methods of analysis and does not only restrict itself to these methods of analysis. No one analysis is deemed better than the other, or the sole decision-making factor, and IAG may make use of one or more of these analysis methods at both the investment asset level as well as the portfolio level. All the methods of analysis identified below whether used independently or together, carries with them material risk that may cause changes in a client specific portfolio position, or taxable events that may have to be borne by the clients.

Charting

Use of charting of historical data for various asset classes, individual assets, and various other data points, with data made available from various data sources, allows IAG to analyze patterns of information as it pertains to investment assets.

Fundamental

Use of fundamental information of various investment assets, including but not limited to balance sheets, public records, corporate disclosures, etc., allows IAG to analyze the details of the on-going operations of the investment assets.

Technical

Using technical mathematical indicators and pattern matching indicators based on fundamental mathematics allows IAG to analyze trend patterns associated with specific investment assets or group of investment assets, including certain correlation patterns.

Cyclical

Macro-economic, socio-economic, investment asset classes follow various cyclical patterns of cash-flow, investment, economic trends which have impact on investment assets as well as portfolio. IAG analyzes these cyclical trends on a regular basis as it applies.

8.2. Investment Strategies

IAG uses the following general strategies which are fine-tuned to specific client portfolios. All investment strategies have risk and costs associated with them, which vary based on investment assets as well as client portfolios. Some of the material risks, include, but not limited to taxable event, loss of investment and changes in client portfolio positions, would apply to all the investment strategies.

Long-term Investments

Typically, IAG aims to provide long-term investment recommendations which provide consistent return on investment, either through growth, income or both. The change in strategy per client portfolio may depend on client requirements, and market volatility conditions. Long-term investments are generally defined as investments generally held for 12 months or greater.

Intermediate-term Investments

IAG incorporates intermediate-term investment recommendations typically during volatile market conditions. Such intermediate-term investment recommendations are based on client requirements. Intermediate-term investments are generally defined as investments generally held for less than 12 months, but greater than 30 days.

Short-term Investments

IAG does incorporate short-term investment strategies to help client portfolios to be managed in volatile market conditions, which includes strategic acquisition or sales of investment assets within a short period of time. Short-term investments are generally greater than 1-day but less than 30-days. The general requirement of such a strategy for any client portfolio is to preserve the principal or the gains of the client's portfolio. When transactions are managed in such short durations, client accounts will incur transaction costs. IAG does calculate the impact of the transaction costs when making short-term investment recommendations.

Short Sales

IAG as a general policy does not conduct short selling of investment assets. While this may be activated on client accounts by the client, IAG will only work with clients who are extremely experienced with short selling of investment assets and only on a case-by-case basis.

Margin Transactions and Use of Leverage

IAG generally does not use margin or leverage during the management of client portfolios. Client accounts may have availability of margin as provided by the broker-dealer or custodian, with approval from the client. Clients should be aware, while typically there is no use of margin without client discussion, purchase of options could be viewed as using leverage without actually using margin account capability. Certain investment assets itself may use leverage within the asset. Neither IAG nor the client typically has control over the use of leverage within the asset. In cases where the investment asset leverage is controllable directly by the client, IAG will only use leverage if acceptable to the Client upon discussion with IAG.

Options

IAG does incorporate options in its investment recommendation. Use of options' is limited to writing cash-covered puts, writing of asset covered calls, buying calls and puts, buying covered spreads and selling asset covered spreads. IAG does not support any uncovered writing of puts or uncovered writing of call options. IAG does not permit any client to authorize their accounts for uncovered writing of puts or uncovered writing call options.

Client portfolios may consist of other strategies, not documented here, that are specific to that client and only done in discussion and coordination with the client. These are typically initiated by the clients and are not applicable or generally available to other clients.

8.3. Investment Assets

IAG does not discriminate amongst investment assets and looks at each and every investment asset risk profile and applicability of the investment to a specific client portfolio and profile. Some of the investments may also be non-securities, exempt securities or other investments that are not commonly or generally known. Not all investments are applicable to all clients, and IAG does not specifically recommend one investment asset over another in a general form, and specifically discusses and educates the clients about all kinds of investment assets and their applicable risk, as it pertains to a specific client. Clients, IAG and IAG IAR's discuss the risk profile of clients on a regular basis so as to determine the applicability of investment assets and portfolio allocations specific to a client.

8.4. Investment Risk

Concentration Risk

When a client portfolio has concentrated investments in one company, sector, industry or asset class whether as a security or a non-security, the client's portfolio will be subject to concentration risk than would be a more broadly diversified portfolio. Concentration risk could have a negative impact on a client's portfolio if that company, sector, industry or asset class whether a security or non-security if there is any negative event that directly impacts that specific company, sector, industry or asset class. IAG and IAG IAR's work with clients to minimize concentration risk in their specific portfolio, and documents client specific concentration risk when such has been identified by IAG and IAG IAR's.

Credit or Default Risk

When a client portfolio has fixed income assets, including securities and non-securities, in their portfolio, the portfolio is subject to credit risk based on the ability of the issuers or borrowers to fulfill their obligations. Changes to an issuer or borrower's ability to meet their obligations may change over time, and due to changing financial circumstances, which could negatively impact a portfolio. IAG and IAG IAR's make all attempts to monitor such changing circumstances and notify the client of the same.

Disclosure Risk

An inherent risk in all investments, including securities and non-securities, is the possibility of lack of disclosure, or inconsistencies or inaccurate information within the disclosures, whether financial or otherwise. While IAG and IAG IAR's make all efforts to collect and validate, on an ongoing basis all disclosures whether through publicly available sources, third-party sources, or directly from the company, issuer or borrower, at times the disclosed information could be missing, incomplete or inaccurate. This could result in inaccurate analysis, which may have an impact on the client portfolio. If and when corrected disclosures are made available to IAG, IAG makes all attempts to change the portfolio, if such is determined, and appropriately notify the client, if such is required.

Liquidity Risk

An inherent risk in all investments is liquidity risk, which is the risk of purchasing or selling an investment in a manner consistent with the requirement of the client portfolio, or at a value that is close to the true value of underlying assets. IAG and IAG IARs works with clients to manage liquidity by monitoring the investments in the portfolio as well as macro-economic factors that can cause illiquidity in the portfolios.

Volatility Risk

Exchange traded investments have historically been known to have been influenced by market driven volatility. Historically the negative or downward volatility has been quicker in time to cause negative or downward movement in values of certain investments, sectors, industries or asset classes, which can have a negative impact to the client portfolios. IAG and IAG IAR's monitor the markets and uses appropriate Investment Strategies to minimize the volatility risk for each client portfolio.

Item 9. Disciplinary Information

9.1. Firm Disciplinary Information

There have been no legal or disciplinary events for, against and by IAG.

9.2. Management Person Disciplinary Information

There have been no legal or disciplinary events for, against and by any of the Management Persons as listed in [Item 4.2 Management Person](#).

Any person interested in getting any further disciplinary information including historical disciplinary information regarding IAG, and/or IAG IAR's, they may contact IAG's appropriate Securities Division or equivalent thereof, where IAG and/or IAG IAR's have been registered.

IAG's and IAG's Management Person's primary registration is the United States Securities and Exchange Commission. In addition to this registration, IAG and IAG IAR's will register or notice file in states where it has an office, as disclosed in [Item 20: Office Location and Contact Information](#), or where it has more than five (5) clients, or appropriately in accordance with a particular states registration requirements. In such cases, or otherwise, we recommend contacting the United States Securities and Exchange Commission.

Item 10. Other Financial Industry Activities and Affiliations

10.1. Firm Affiliations

IAG does not have any affiliations with any firms that hold themselves out to be a broker, broker-dealer, municipal securities dealer, government securities dealer, investment company, pooled investment vehicles, investment advisors, financial planners, futures commission merchant, commodity pool operator, commodity trading advisor, banking or thrift institution, trust company, third party administrator, accountant, accounting firm, lawyer or law firm, insurance company or agency, pension consultant, real estate broker or dealer, sponsor or syndicator of limited partnership or any firm that has not identified in this disclosure, except as specified in [Item 4.1 Formation and Ownership](#) of this document.

10.2. Firm Relationships or Arrangements

IAG forms relationships or arrangements and agreements on an on-going basis to provide business value to the client. These include arrangements with technology providers, custodians, internet service providers, communication providers, mobile technology providers, business insurance providers, employee benefits providers, custodians, broker-dealers, banking and financial institutions to name a few.

Some of the providers may be publicly traded or may become publicly traded in the future. The privately held business may provide Private Placement, Certificate of Deposits or other investment opportunities to IAG to review. IAG does not make its investment recommendations based on the service agreements but discloses to its clients that it does have such a relationship or arrangement.

IAG has solicitor agreements and arrangements with unaffiliated registered investment advisory firms, where IAG is either a solicitor for the named firm or the named firm is a solicitor to IAG. Such a solicitor arrangement, if any, is on a per client basis, and the client along with IAG and the named firm executes a disclosure notifying them of the particulars of such an arrangement.

IAG solicitor agreements and arrangements are with firms only and does not have any agreements and arrangements with individuals whether licensed or otherwise.

IAG receipt of or disbursement of compensation is as disclosed in [Item 5.2](#), [Item 5.3](#) and [Item 14](#)

10.3. Management Persons Affiliations

IAG Management Persons do not have any affiliations with any firms that hold themselves out to be a broker, broker-dealer, municipal securities dealer, government securities dealer, investment company, pooled investment vehicles, investment advisors, financial planners, futures commission merchant, commodity pool operator, commodity trading advisor, banking or thrift institution, trust company, third party administrator, accountant, accounting firm, lawyer or law firm, insurance company or agency, pension consultant, real estate broker or dealer, sponsor or syndicator of limited partnership or any firm that has not identified in this disclosure, except as specified in [Item 4.1 Formation and Ownership](#) of this document.

10.4. Management Persons Relationships or Arrangements

The following are the relationships or arrangements of IAG Management Persons:

Mr. Kirk Chisholm and Mr. Rajeev Kotyan have ownership interests in Harrington Eight, LLC. Harrington Eight, LLC is the owner of the office space leased by Innovative Advisory Group, LLC. Harrington Eight, LLC does not provide any investment-related services.

Mr. Kirk Chisholm and Mr. Rajeev Kotyan have ownership interests in Innovative Media, LLC. Innovative Media, LLC is the holding company for the website of Innovative Advisory Group, LLC. Innovative Media, LLC does not provide any investment-related services, either directly or through the website.

Mr. Kirk Chisholm is the manager of Self Direct Your Retirement, LLC, which is a personal holding company solely estate planning for his family and himself and does not conduct any financial services-related business through this firm.

Additional information regarding management or ownership or services performed by Mr. Kirk Chisholm and Mr. Rajeev Kotyan with non-IAG related businesses has been disclosed in their respective Other Business activity.

10.5. Recommendation of Third-Party Managers

Currently IAG does not have any relationships or arrangements with any Third-Party Money Managers.

Item 11. Code of Ethics, Client Transactions, Personal Trading

IAG maintains a Code of Ethics that is provided to all employees and associated persons and is available to all clients and prospective clients upon request.

IAG's Code of Ethics document includes the following:

- A standard of business conducts that IAG requires of each supervised person, which standard reflects IAG's fiduciary obligations and those of its supervised persons;
- Provisions requiring the supervised persons to comply with applicable federal and state securities laws and regulations;
- Provisions that require all "access persons" to report, and the firm to review, their personal securities transactions and holdings periodically;
- Provisions requiring supervised persons to report any violations of the code of ethics promptly to the chief compliance officer or, provided the chief compliance officer also receives reports of all violations, to other persons designated in the code of ethics; and
- Provisions requiring IAG to provide each supervised person with a copy of the code of ethics and any amendments and requiring the supervised persons to provide the firm with a written acknowledgment of their receipt of the code and any amendments.

IAG Trading Policy

IAG does not purchase or sell any investments for its own account.

IAG Management Person's and IAR's may transact in their personal accounts in the same asset that they recommend to clients. IAG's trading policy prevents IAG Management Person's and IAR's from initiating the transaction prior to the client's transaction. IAG Management Person's and IAR's may participate personally in a transaction simultaneously with a client only upon disclosure to the client and to IAG, and while making sure that such a simultaneous transaction does not violate the fiduciary obligations as prescribed by either the Internal Revenue Code, Department of Labor ERISA, Investment Advisor Act or any other state rules or regulations as it pertains to the specific transaction.

IAG shall disclose any material conflict of interest which could be reasonably expected to impair the rendering of unbiased and objective advice.

Start: Disclosures Specific to State of California Residents

In accordance with California Code of Regulations Title 10, Chapter 3, Subchapter 2, Article 10, Section 260.238(k), IAG shall disclose any material conflict of interest which could be reasonably expected to impair the rendering of unbiased and objective advice.

End: Disclosures Specific to State of California Residents

Item 12. Brokerage Practices and Custodians

IAG may on occasion recommend broker dealer services and custodian services. There is no obligation for clients to use any broker-dealer services or custodian services recommended by IAG. IAG receives no direct monetary compensation, referral fees, research fees, when making these recommendations, but may receive benefits direct or indirect or advantages when making these recommendations (also known as Soft Dollar compensation under the Securities Exchange Act). These benefits are generally available for all AMA and OPA accounts, no specific costs or value can be attributed by IAG towards these benefits or advantages. Furthermore, IAG does not have any control or input as to how the AMA and OPA broker-dealers or custodians allocate funds to such benefits, or any input as to what benefits are made available by the broker-dealer or custodians. IAG does not request any such benefits to be provided by the broker-dealers or custodians and does not direct the broker-dealer or custodian to pay for any benefits that IAG may receive.

12.1. Brokerage

IAG typically recommends Charles Schwab & Co., Inc. (“Schwab”) for AMA and OPA accounts. Schwab is an independent and unaffiliated SEC-registered broker-dealer and member SIPC. IAG recommends that you open an account with Schwab to maintain custody of your assets. Schwab Advisor Services serves independent investment advisory firms like IAG and includes the custody, trading and support services of Schwab. Having Schwab act as custodian for client assets provides us access to a wide range of services that help us serve our clients. (Please see further disclosures in [Item 14: Client Referrals and Other Compensation](#))

IAG in its fiduciary capacity as well as doing what is best for the client has found that Schwab has fair and straightforward fees, they provide independent research, their platform is clear and easy to use, they provide great support and provide access to an unlimited array of publicly traded securities. Additionally, clients who use an advisor who has an agreement with Schwab may receive discounted transaction fees based on each advisor’s agreement with Schwab. IAG, on an on-going basis continues to negotiate discounted fees for transactions on behalf of the clients.

IAG typically recommends Cboe Digital Exchange, LLC (formerly Eris Exchange, LLC), a digital currency trading platform, and Cboe Clear Digital, LLC, (“Cboe”), for AMA accounts through CNB Custody only. Cboe offers to independent investment advisors, services which include custody of digital currencies, trade execution, clearance, and settlement of transactions. IAG may receive some benefits from Cboe through its participation in the program. (Please see further disclosures in [Item 14: Client Referrals and Other Compensation](#))

IAG in its fiduciary capacity as well as doing what is best for the client has found that Cboe has fair and straightforward fees, they provide independent research, their platform is clear and easy to use, they provide great support and provide access to an unlimited array of publicly traded securities. Additionally, clients who use an advisor who has an agreement with Cboe may receive discounted transaction fees based on each advisor’s agreement with Cboe. IAG, on an on-going basis continues to negotiate discounted fees for transactions on behalf of the clients.

IAG does not recommend any broker-dealer for Plan Participant Account (PPA), and brokerage services are as determined by the Plan Trustee. Some Plan Trustee may request IAG for recommendation of broker-dealer for PPA, in which case IAG does typically recommend Schwab.

12.2. Custodian

For non-publicly traded assets, as well as non-securities assets, IAG may recommend CNB Custody, Division of Community National Bank (“CNB”), a banking institution regulated by the Office of the Comptroller of the Currency, based in Seneca, Kansas, for AMA and OPA accounts. (Please see further disclosures in [Item 14: Client Referrals and Other Compensation](#))

IAG in its fiduciary capacity as well as doing what is best for the client has found that CNB has fair and straightforward fees, their platform is clear and easy to use, and they provide great support. Additionally, clients who use an advisor who has an agreement with CNB, may receive a discounted custodian fee schedule as published by CNB. This is not exclusively applicable to IAG, and the discounts may not apply in all cases. The calculation of custodian fees is not managed by IAG. IAG, on an on-going basis continues to negotiate discounted fees for custody on behalf of the clients.

IAG does not recommend any custodian for Plan Participant Account (PPA), and custody services are as determined by the Plan Trustee. Some Plan Trustee may request IAG for recommendation of custodian for PPA, in which case IAG does typically recommend CNB.

12.3. Aggregation of Purchase and Sale of Securities

IAG manages a number of accounts, some with similar or identical investment guidelines and some with different guidelines, which may transact in the same securities or non-securities. Portfolio decisions with respect to purchase and sales of securities may be similar or different from Client to Client. IAG may, but need not, transact the same securities or non-securities at the same time for various accounts, and may in fact be selling a security or non-security for one account at the same time as it is purchasing the same security or non-security for another account. In making its investment decisions for each account, IAG will use its judgment on behalf of each Client taking into account investment guidelines and Client goals for the account, the cash position of the account and other factors. It is IAG’s policy to allocate investment opportunities to the extent practicable to each account over time in a manner that IAG believes is fair and equitable to each Client account.

Sometimes, IAG may buy or sell a particular security or non-security on the same day for more than one Client. IAG may, but need not, aggregate or “block” orders for accounts which it has investment discretion, in circumstances in which IAG believes that batching may result in a more favorable overall execution. Where appropriate, IAG allocates such batched orders at the average price of the aggregated order. IAG may batch a Client’s trades with trades of other Clients pursuant to an allocation process IAG considers fair and equitable to all Clients over time. Generally, all accounts that participate in a block transaction will participate on a pro-rata, percentage or other objective basis. Similarly, the costs of all non-account specific commissions and transaction fees through the broker-dealers will be charged to the Client on a pro-rata basis, if such capability is provided by the broker-dealer to IAG (generally not provided by the broker-dealer or custodian). No Client account will be favored consistently over any other Client account.

Item 13. Review of Accounts and Plans**13.1. Review of Accounts**

Clients in the AMA, OPA and PPA, shall receive ongoing review with a more detailed review done on an annual basis, or as agreed upon between IAG IAR's and client. Annual assessments may include a written account status report and/or a face to face/telephone discussion with the client. All accounts are reviewed by one or more of the Investment Committee; the Committee includes Mr. Kirk Chisholm and Mr. Rajeev Kotyan. Reviews are done in conjunction with the specific needs of the client, coordinated through and with their respective IAG IAR. The number of client accounts and the volume of review will be controlled to assure full fiduciary standards.

13.2. Review of Financial Plans

Clients using the Comprehensive Financial Planning Services in coordination with the implementation using the Investment Advisory Services may receive detailed written updated financial plan and/or a face to face/telephone discussion with the client done on an annual basis.

Item 14. Client Referrals and Other Compensation

All other compensation is as described in [Item 5.2 Other Compensation](#).

All client referral is as described in [Item 5.3 Recommendations and Referral](#).

All IAG solicitor relationships and arrangements are as identified in [Item 10.2: Firm Relationships or Arrangements](#).

IAG may have solicitor agreements with and recommend clients to unaffiliated investment advisers. In such instance, IAG act as a solicitor and receives a portion of the fee paid to the unaffiliated adviser. This does not raise the fee paid by the client and the client receives all required disclosure forms disclosing the terms of the solicitor relationship at the time the solicitation is made.

IAG retains solicitors to refer clients to IAG. If a client is introduced to IAG by a solicitor, IAG pays that solicitor a referral fee in accordance with all the requirements of the Investment Advisers Act and any corresponding state securities law requirements. Any such referral fee shall be paid solely from IAG's advisory fee and shall not result in any additional charge to the client. If the client is introduced to IAG by a solicitor, the solicitor, at the time of the solicitation, shall disclose the nature of the solicitor relationship with IAG, and shall provide each prospective client this Firm Brochure together with a copy of a written disclosure statement disclosing the terms of the solicitation arrangement between IAG and the solicitor, including the compensation to be received by the solicitor for the referral.

IAG only compensates IAG IAR's. The following is the criteria for an Investment Advisor Representative to become an IAG IAR and receive compensation:

- Have an active Series 65, or a Series 7 and 66 licenses (Series 7 license shall remain de-activated).
- Have an executed and active IAG Investment Advisor Representative Agreement.
- Be licensed/registered only and solely with IAG as an IAR. IAG does not support dual licensing, except as approved and disclosed on a case-by-case basis.
- Accept to follow IAG's Code of Ethics and IAG Policy and Procedures as prescribed.

IAG's compensation to IAG IAR's may vary with each IAG IAR.

Schwab Specific Disclosure:

As disclosed under [Item 12.1: Brokerage](#), IAG participates in Schwab Advisor Services customer program and IAG may recommend Schwab to Clients for custody and brokerage services primarily for publicly traded assets. There is no direct link between IAG's participation in the program and the Investment advice it gives to its Clients, although IAG receives economic benefits through its participation in the program that are typically not available to Schwab retail investors. These benefits include the following products and services (provided without costs or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to trading desk serving IAG participants; access to block trading; the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and compliance, marketing, research, technology, and practice management products or services provided to IAG by third party vendors without cost

or at a discount. Schwab may also have paid for business consulting and professional services received by IAG's related persons. Some of the products and services made available by Schwab through the program may benefit IAG but may not benefit its Client accounts. These products or services may assist IAG in managing and administering Clients accounts, including accounts not maintained at Schwab. Other services made available by Schwab are intended to help IAG manage and further develop its business enterprise. The benefits received by IAG or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to Schwab. As part of its fiduciary duties to clients, IAG endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by IAG or its related persons in and of itself creates a potential conflict of interest and may indirectly influence IAG's choice of Schwab for custody and brokerage services.

IAG or its related persons do not make use of all the programs or services that are available through Schwab, some of which may be used by other advisors.

Cboe Specific Disclosure:

As disclosed under [Item 12.1: Brokerage](#), IAG participates in Cboe customer program and IAG may recommend Cboe to Clients for custody and trading services primarily for digital currencies. There is no direct link between IAG's participation in the program and the investment advice it gives to its Clients, although IAG receives economic benefits through its participation in the program that may be not available to Cboe retail investors. These benefits include the following products and services (provided without costs or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to trading desk serving IAG participants; access to block trading; the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; and compliance, marketing, research, technology, and practice management products or services provided to IAG by third party vendors without cost or at a discount. Cboe may also have paid for business consulting and professional services received by IAG's related persons. Some of the products and services made available by Cboe through the program may benefit IAG but may not benefit its Client accounts. These products or services may assist IAG in managing and administering Clients accounts. Other services made available by Cboe are intended to help IAG manage and further develop its business enterprise. The benefits received by IAG or its personnel through participation in the program do not depend on the amount of transactions directed to Cboe. As part of its fiduciary duties to clients, IAG endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by IAG or its related persons in and of itself creates a potential conflict of interest and may indirectly influence IAG's choice of Cboe for custody and trading services.

IAG or its related persons do not make use of all the programs or services that are available through Cboe, some of which may be used by other advisors.

CNB Custody Specific Disclosure:

As disclosed under [Item 12.2: Custodian](#), IAG may recommend CNB to Clients as custodian primarily for non-publicly traded assets. There is no direct link between IAG's participation in the program and the Investment advice it gives to its clients, although IAG receives economic benefits through its utilization of CNB that are typically not available to CNB's retail investors. These benefits include the following products and services (provided without costs or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools;

consulting services; access to trading/transaction desk serving IAG clients; the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications/file transfer network for Client transaction entry and account information; and compliance, marketing, research, technology, and practice management products or services provided to IAG by third party vendors without cost or at a discount. Some of the products and services made available by CNB may benefit IAG but may not benefit its client accounts. These products or services may assist IAG in managing and administering Clients accounts, including certain sub-accounts not maintained at CNB. Other services made available by CNB are intended to help IAG manage and further develop its business enterprise. The benefits received by IAG or its personnel through participation in the program do not depend on the amount of custodian assets or transactions directed to CNB. As part of its fiduciary duties to clients, IAG endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by IAG or its related persons in and of itself creates a potential conflict of interest and may indirectly influence IAG's choice of CNB for custody services.

IAG or its related persons do not make use of all the services that are available through CNB, some of which may be used by other advisors.

Item 15. Custody

Except for the limited custody as described below, IAG does not maintain any custody of client accounts. All statements are directly provided to the clients from their respective custodians or broker-dealer or plan provider.

Withdrawal of IAG Fees (limited custody):

Client shall provide IAG with a limited discretionary authorization to withdraw IAG fees from the custodian or broker-dealer accounts, regardless of alternate fee payment agreement between IAG and the clients, and statement of such fees shall be provided to the clients immediately following such withdrawal and receipt by IAG. Such fee withdrawal from client account shall not be permitted by IAG IAR's. IAG provides Client with Fee Statements upon the withdrawal of the fees and the fees are generally reflected on the statements received by the Client from the custodian, broker-dealer and plan providers, in accordance with the policy and procedures of the custodian, broker-dealer and plan providers.

IAG may from time-to-time provide a consolidated statement to clients, typically during client account review, which is based on statements made available from the custodians or broker-dealer or plan provider. Clients are made aware that these statements are for informational purposes only, and the statements from the custodian, broker-dealer and plan provider are the statement of record.

IAG, its employees, representatives and IAG IAR's are not permitted to make any changes to client address, phone numbers and electronic mail address at the custodian or broker dealer, whether such instructions are provided to IAG or its representative verbally or in written format. IAG will request the client to provide such instructions directly to the custodians or broker-dealers in addition to IAG. IAG and IAG IAR's may assist the clients to make these changes by providing clients with the appropriate documentation that may be required.

For convenience to the client, IAG may receive, and forward checks made out for deposit to the client's broker or custodian accounts. If the checks do not have the appropriate associated documentation, these checks shall either be returned to the sender or forwarded to the clients. IAG shall forward these checks to the appropriate custodian within 24 hours of receipt barring holidays and other unforeseen circumstances not controllable by IAG. IAG maintains documentation with regard to all checks that are forwarded through its offices.

Item 16. Investment Discretion

Clients may provide IAG and IAG IAR's with discretionary authorization to manage accounts on behalf of the clients. This authorization is provided as follows:

- IAG Investment Advisor Agreement
- Trading Limited Power of Attorney Agreement with each custodian, broker-dealer or plan provider on documentation specific to each custodian, broker-dealer or plan provider

The scope of each and every agreement shall be limited to the trading or appropriate transaction execution with the accounts of each custodian, broker-dealer or plan provider.

Withdrawal of IAG Fees:

Client will provide IAG with a limited discretionary authorization to withdraw IAG fees from the custodian or broker-dealer accounts, regardless of alternate fee payment agreement between IAG and the clients, and statement of such fees shall be provided to the clients immediately following such withdrawal. Such fee withdrawal from client accounts shall not be permitted by IAG IAR's.

Except for the Withdrawal of IAG Fees, IAG and IAG IAR's will not have discretionary authority to request for any withdrawal, transfers or distribution of cash or securities from client accounts. As a convenience custodians and broker-dealer may provide capabilities for check request or electronic transfer or equivalent only to client address of record and/or to client accounts held at other financial institutions in the name of the client, or other standing instructions as provided by client. Such convenience authorization is provided in writing by the client to the custodian and broker-dealers and may be acted upon by IAG and IAG IAR's. IAG, IAG IAR's, custodian and broker-dealer does not permit any standing instructions or request that require delivery to IAG or IAG IAR mailing address or financial institution accounts, unless those checks are made out to the third party not affiliated, associated or related with or to IAG and IAG shall forward those checks in accordance [Item 15: Custody](#) disclosures.

Start: Disclosures Specific to State of Maine Residents

In accordance with State of Maine, Office of Securities prescribed rules in Title 32 Chapter 515 Section 11(8)(B), IAG and client may execute an Investment Advisory Invoice Waiver Agreement. Execution of such agreement will prevent IAG from sending a Statement of IAG Fees to the client, but the fee withdrawal from the client account shall be reflected on the statements from the custodian and/or broker-dealer. Execution of the waiver does not prevent the client from requesting the Statement of IAG Fees either from IAG and IAG IAR's either verbally or in writing. IAG shall mail or provide via electronic means such Statement of IAG Fees as requested in a timely manner.

End: Disclosures Specific to State of Maine Residents

Item 17. Voting Client Securities

IAG and IAG IAR's do not have authorization or accept any authorization for voting of client securities or non-securities.

All voting proxies and solicitations are sent directly from the custodian, broker-dealer, plan provider or transfer agents to the clients. Occasionally IAG does receive such information from the custodian, broker-dealer, plan providers or transfer agents, which IAG forwards to the clients.

Client may call on IAG and IAG IAR's to discuss their voting requirements, wherein IAG and IAG IAR's may, but is not obligated to, provide their opinion, but the client would have to vote on their securities or non-securities.

Item 18. Financial Information

As specified in [Item 5: Fees and Compensation](#), IAG may have a requirement for pre-payment of fees. IAG does not have any requirement for pre-payment of fees from any client that are held for more than six months or more in advance.

As specified in [Item 16: Investment Discretion](#), IAG has investment discretion.

Currently, IAG does not have any financial condition that is reasonably likely to impair IAG's ability to meet its contractual commitments to clients.

IAG has not in the past or currently had any bankruptcy petition.