

INVESTMENT ADVISOR REPRESENTATIVE BROCHURE SUPPLEMENT

Lawrence Rocha, Jr.
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This brochure supplement provides information about Lawrence Rocha that supplements the Independent Financial Partners' brochure. You should have received a copy of that brochure. Please contact Independent Financial Partners' Compliance Department at 813-341-0960 if you did not receive Independent Financial Partners' brochure or if you have any questions about the contents of this supplement.

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

Unify Investment Solutions

Lawrence Rocha conducts the above investment related activities and may also conduct other business or investment related activities under the Doing Business As (“DBA”) name of Unify Investment Solutions. Unify Investment Solutions and Independent Financial Partners are not affiliated.

Item 2 - Educational Background and Business Experience

Full Name: Lawrence Rocha, Jr.

Birth Year: 1986

Education:

UCLA Extension, Certificate – Personal Financial Planning, 2015-2016

San Francisco State University, Bachelor of Arts in Radio and Television, 2006-2009

Santa Barbara City College, Associate of Arts in History and Liberal Studies, 2005-2006

Business Background:

Independent Financial Partners, Financial Advisor, June 2023 – Present

Unify Financial Credit Union, Financial Advisor, November 2021 – Present

Avantax Wealth Management, Financial Advisor, November 2018 – November 2021

Infinex Investments/First Bank, Financial Advisor, October 2017 – October 2018

Item 3 - Disciplinary Information

Lawrence Rocha has no disciplinary actions, orders, regulatory actions or regulatory disclosure events to disclose.

Item 4 – Other Business Activities

There are certain business activities in which an investment advisor representative may engage that present potential conflicts of interest. If applicable, additional disclosure relevant to your IAR’s outside business activities are outlined below. Please note that these are potential conflicts of interest and it is

your IAR's Fiduciary duty to act in your best interest. If you have questions about the disclosures, please ask your IAR as this is an opportunity to better understand your relationship and your IAR's activities.

Registered Representative of a Broker-Dealer

Your IAR is also a registered representative of Independent Financial Partners in its capacity as a broker-dealer. If you elect to have your IAR implement the advice provided as part of the financial planning or consulting services, this is done in his or her separate capacity as a registered representative of a broker-dealer. Your IAR could receive fees for the advice and could also receive commissions, including 12b-1, annual marketing and distribution fees for implementing the recommendations in this separate capacity. It provides incentive to recommend investment products based on the compensation received, rather than on your needs. You are not obligated to implement the advice provided by your IAR or to implement transactions through us as a broker-dealer. You are free to select any broker-dealer or registered representative to implement the recommendations provided by your IAR. However, if you choose to establish an account with your IAR, it is important to understand that due to regulatory constraints, your IAR must place all purchases and sales of securities products in commission-based accounts through Independent Financial Partners or other institutions approved by Independent Financial Partners.

Independent Insurance Agent

Your IAR is also licensed as an independent insurance agent soliciting, offering and selling fixed life and annuity insurance products and is appointed with various insurance companies. Your IAR may receive separate commission compensation resulting from the purchases and sales of fixed life and annuity insurance products on behalf of investment advisory clients. The client is under no obligation to purchase fixed life and annuity insurance products through your IAR. In addition, your IAR may receive other compensation including bonuses and trail commissions from fixed insurance products. The potential for receipt of commissions and other compensation may create a conflict of interest and provide an incentive for your IAR to recommend fixed insurance products based on the compensation received, rather than on the client's needs. The receipt of compensation and other potential incentive benefits creates an incentive to recommend products to clients. At the time of any recommendations your IAR will discuss the products, your needs and any compensation arrangements.

Item 5 - Additional Compensation

Certain product sponsors may provide your IAR with economic benefits as a result of your IAR's recommendation or sale of the product sponsors' investments. The economic benefits received can include but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and/or tools to assist your IAR in providing various services to clients. These economic benefits may be received directly by your IAR or indirectly through Independent Financial Partners when Independent Financial Partners has

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entered into specific arrangements with product sponsors. These economic benefits could influence your IAR to recommend certain products/programs over others.

When referring clients to third party money managers, Independent Financial Partners receives a portion of the fees generated from the referral. Since each money manager has a separate agreement with Independent Financial Partners, each agreement will have a different percentage of the fee paid to Independent Financial Partners. That fee is shared with your representative. This provides an incentive for representatives to recommend one money manager over another one, creating a conflict of interest.

Item 6 - Supervision

Chris Hamm, President and Chief Operating Officer, and Derek Wilkes, Chief Compliance Officer, are responsible for supervising the activities of Independent Financial Partners. Their roles include enforcing supervising accounts, trades, transaction compliance and enforcement of Independent Financial Partners Compliance policies. Both Mr. Hamm and Mr. Wilkes can be contacted at 813-341-0960.