

MICHELLE LYNN BENDER
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Kestra Advisory Services, LLC

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Brochure Supplement

(Part 2B for Form ADV)

Dated: Sep 09, 2020

This Brochure Supplement provides information about MICHELLE LYNN BENDER that supplements the Kestra Advisory Services, LLC Brochure. You should have received a copy of that Brochure. Please contact your representative if you did not receive Kestra Advisory Services, LLC Brochure or if you have any questions about the contents of this supplement.

Additional information about MICHELLE BENDER is available on the SEC's Investment Advisor Public Disclosure website at www.adviserinfo.sec.gov, by searching his full name or individual CRD#. In the event you do not have access to the internet, please call 737-443-2160 to request information be mailed to you.

Educational Background and Business Experience

Prior to providing advisory services through our company, we require our investment advisor representatives (Advisors) to be properly licensed and registered.

Professional Certifications:

Professional designation: Certified Financial Planner

Description: Certified Financial Planner

Minimum qualification: Successful candidates must typically hold a Bachelor's degree, complete required course of study, hold relevant work experience, pass a background check, and pass a 10 hour examination. Must comply with code of ethics.

Issuing institution: Certified Financial Planner Board of Standards

Issuing institution Website: www.cfp.net

Continuing Education Requirements: 30 hours every 2 years

MICHELLE LYNN BENDER

Year of Birth: 1973

Educational Background:

No information is applicable to this Item.

Business Experience (past five years):

Organization: KESTRA FINANCIAL, INC.
Position Held: REGISTERED REP/ INVESTMENT ADVISOR
City: AUSTIN
State: TX
Date: 11/01/2017 - Present

Organization: INVEST FINANCIAL CORP.
Position Held: REGISTERED REP
City: Tampa
State: FL
Date: 09/01/2010 - 11/01/2017

Disciplinary Information

Registered investment advisers (RIAs) must disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing you investment advice.

There is no disciplinary event to report for IAR MICHELLE LYNN BENDER.

Other Business Activities**A. Registered Representative of Kestra Investment Services, LLC**

MICHELLE BENDER is a registered representative of Kestra Investment Services, LLC, a FINRA member broker-dealer ("Kestra IS"). Clients may choose to engage MICHELLE BENDER as a registered representative of Kestra IS, to implement investment recommendations on a commission basis.

1. Conflict of Interest

MICHELLE BENDER roles as both an Investment Adviser Representative and as a Registered Representative of a broker-dealer present a conflict of interest. If MICHELLE BENDER recommends a purchase of a securities commission product and the product is purchased through Kestra IS, MICHELLE BENDER will earn a commission on the purchase. At any time, a client may purchase recommended investment products through other, non-affiliated broker dealers. A client is under no obligation to purchase any commission products through MICHELLE BENDER .

2. Commissions

In the event a client chooses to purchase investment products through Kestra IS, Kestra IS will charge brokerage commissions on the securities transactions, a portion of which will be paid to MICHELLE BENDER as applicable. MICHELLE BENDER brokerage commissions may be higher or lower than those charged by other broker-dealers. In addition, in connection with mutual fund purchases, Kestra IS and MICHELLE BENDER may also receive additional ongoing 12b-1 trailing commission compensation directly from the mutual fund company during the period that the client maintains the mutual fund investment. MICHELLE BENDER securities commission business is separate and apart from Kestra Advisory Services, LLC investment management services discussed in Kestra Advisory Services, LLC Brochure.

B. Other Business Activities Not Addressed in A.

MICHELLE BENDER does not have other business activities to disclose.

Insurance Statement

Our Advisors offer variable insurance products and fixed indexed annuities through our affiliate, Kestra Investment Services, LLC. Our affiliate and Advisors receive compensation in connection with such transactions. To the extent our Advisors offer non-variable insurance products (whole life or universal life insurance, for example) other than fixed indexed annuities, our Advisors are acting in their individual capacity as an insurance agent independent from our companies and are paid commissions directly by the insurance carrier or a brokerage general agency (BGA) through which the product is placed. Certain BGAs pay our affiliate insurance agency a portion of the commissions associated with non-variable insurance products placed by our Advisors through the BGAs. We are not responsible for sales and services of insurance products conducted through these other companies. The recommendation to purchase a commission- based product presents a conflict of interest because commission amounts vary and could incentivize our Advisors to recommend products paying higher commissions.

Additional Compensation

MICHELLE BENDER may offer a wide variety of securities products and financial services through our firm. The commissions, fees and other forms of compensation paid to an Advisor in connection with the purchase or sale of products will be in addition to the fees paid by you for investment advice.

Kestra makes loans to Advisors which may be forgivable based on years of service with Kestra AS or its affiliates, assets under management, the amount of production with us or our affiliates or some combination of these factors. This practice creates a conflict of interest since the Advisor has a financial incentive to recommend a client engage Kestra AS for advisory services, engage Kestra IS for brokerage services, and to recommend additional products and services in order for their loan to be forgiven. Please contact me directly for more detailed information regarding my specific loan arrangement.

Supervision

We have adopted a system of compliance and supervision we believe is reasonably designed to oversee the activities of our Advisors in accordance with applicable law. We assign supervisors to oversee the activities of our Advisors conducted through our company. The designated supervisor of an Advisor may vary from time to time. Frank Weldon manages the department responsible for monitoring the activities of our Advisors and may be contacted at 844-553-7872 should you have any questions or concerns regarding your Advisor.