

**IFS Advisors, LLC
d/b/a
Insight Financial Services**

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March 24, 2023

**FORM ADV PART 2A
BROCHURE**

This brochure provides information about the qualifications and business practices of Insight Financial Services. If you have any questions about the contents of this brochure, please contact us at (913) 402-2020. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Insight Financial Services is also available on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Insight Financial Services is 147518.

Insight Financial Services is a registered investment adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

Item 2 Summary of Material Changes

Form ADV Part 2 requires registered investment advisers to amend their brochure when information becomes materially inaccurate. If there are any material changes to an adviser's disclosure brochure, the adviser is required to notify you and provide you with a description of the material changes.

As of March 24, 2023 we have no material changes to report.

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Item 4 Advisory Business

Description of Services and Fees

We are a registered investment adviser based in Overland Park, KS. We are organized as a limited liability company under the laws of the State of Kansas. We have been providing investment advisory services since 2008. Pete A. Martinez is our firm's principal owner. Currently, we offer the following investment advisory services, which are personalized to each individual client:

1. **Portfolio Management Services**
2. **Financial Planning Services**
3. **Pension Consulting Services**
4. **Educational Seminars**

The following paragraphs describe our services and fees. Please refer to the description of each investment advisory service listed below for information on how we tailor our advisory services to your individual needs. As used in this brochure, the words "we", "our" and "us" refer to Insight Financial Services and the words "you", "your" and "client" refer to you as either a client or prospective client of our firm. Also, you may see the term "Associated Person" throughout this brochure. As used in this brochure, our Associated Persons are our firm's officers, employees, and all individuals providing investment advice on behalf of our firm.

Portfolio Management Services

We offer discretionary portfolio management services. Our investment advice is tailored to meet our clients' needs and investment objectives. If you retain our firm for portfolio management services, we will meet with you to determine your investment objectives, risk tolerance, and other relevant information (the "suitability information") at the beginning of our advisory relationship. We will use the suitability information we gather to develop a strategy that enables our firm to give you ongoing and focused investment advice and/or to make investments on your behalf. Once we construct an investment portfolio for you, we will monitor your portfolio's performance on an ongoing basis, and will rebalance the portfolio as required by changes in market conditions and in your financial circumstances. In providing portfolio management services, we may provide conflicting advice amongst clients, based on factors such as risk tolerance, needs and objectives of the client. For example, we may sell a holding for one client while we may purchase the same security for another client.

We may provide a suggested allocation for other accounts not under our continuous management, such as retirement accounts held with a client's current employer. We receive no compensation for this service. In such cases, we have no responsibility for implementing the suggested allocation for these assets.

If you participate in our discretionary portfolio management services, we require you to grant our firm discretionary authority to manage your account. Discretionary authorization will allow our firm to determine the specific securities, and the amount of securities, to be purchased or sold for your account without your approval prior to each transaction. Discretionary authority is granted by the investment advisory agreement you sign with our firm. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased for your account) by providing our firm with your restrictions and guidelines in writing.

As part of our portfolio management services, we may use one or more Third Party Asset Managers ("TPAM") to manage a portion of your account on a discretionary basis. The TPAMs may use one or

more of their model portfolios to manage your account. We will regularly monitor the performance of your accounts managed by TPAM(s), and may hire and fire any TPAM without your prior approval. We may recommend that you purchase variable annuities to be included in your investment portfolio(s). We will refer you to a variable annuity provider for the purchase of the investment. We are not compensated as a result of your purchase of the variable annuity, however we will manage the subaccounts under our portfolio management program and be compensated according to your negotiated fee schedule.

Financial Planning Services

We offer broad-based, modular, and consultative financial planning services. Financial planning will typically involve providing a variety of advisory services to clients regarding the management of their financial resources based upon an analysis of their individual needs. If you retain our firm for financial planning services, we will meet with you to gather information about your financial circumstances and objectives. Once we review and analyze the information you provide to our firm, we will deliver a written plan to you designed to help you achieve your stated financial goals and objectives.

Financial plans are based on your financial situation at the time we present the plan to you and on the financial information you provide to our firm. You must promptly notify our firm if your financial situation, goals, objectives, or needs change.

You are under no obligation to act on our financial planning recommendations. Should you choose to act on any of our recommendations, you are not obligated to implement the financial plan through any of our other investment advisory services. Moreover, you may act on our recommendations by placing securities transactions with any brokerage firm.

Pension Consulting Services

We offer pension consulting services to employee benefit plans and their fiduciaries based upon the needs of the plan and the services requested by the plan sponsor or named fiduciary. In general, these services may include an existing plan review, formation of the investment policy statement, asset allocation advice, investment performance monitoring, and/or communication and education services where we will assist the client in providing meaningful information regarding the retirement plan to its participants. Additionally, we may offer the client assistance in setting up a relationship with a third party administrator and processing enrollment forms. These pension consulting services are usually non-discretionary, but in some cases discretionary arrangements are accepted. For non-discretionary consulting, the ultimate decision to act on behalf of the plan shall remain with the plan sponsor or other named fiduciary. Advice to plan participants will be limited to general, impersonal advice. Plan participants who wish to engage our firm for individualized planning services and fees may do so by executing a separate agreement with our firm.

We offer various levels of advisory and consulting services to employee benefit plans ("Plan") and to the participants of such plans ("Participants"). The services are designed to assist plan sponsors in meeting their management and fiduciary obligations to Participants under the Employee Retirement Income Securities Act ("ERISA"). Pursuant to adopted regulations of the U.S. Department of Labor, we are required to provide the Plan's responsible plan fiduciary (the person who has the authority to engage us as an investment adviser to the Plan) with a written statement of the services we provide to the Plan, the compensation we receive for providing those services, and our status.

The services we provide to your Plan are described above, and in the advisory agreement that you sign. Our compensation for these services is described in Item 5 in this brochure and also in the service agreement.

Status - In performing fiduciary services, we are acting either as a non-discretionary fiduciary of the Plan as defined in Section 3(21) under ERISA, or as a discretionary fiduciary of the plan as defined in Section 3(38) under ERISA, as set forth in the arrangement with each Plan sponsor.

Educational Seminars

We may conduct speaking engagements and educational seminars for a fee. The topics may include issues related to asset/wealth management services, such as financial planning, investment planning, retirement planning, and/or various other economic and investment topics. The information covered in a seminar is not based on the individual needs of the attendees. We do not provide investment advice to attendees unless engaged independently, and only where the attendee's individualized financial information, investment goals, and objectives are provided.

Types of Investments

We primarily offer advice on ETFs and Mutual Funds. Refer to the *Methods of Analysis, Investment Strategies and Risk of Loss* below for additional disclosures on this topic. Additionally, we may advise you on various types of investments, including variable annuities, based on your stated goals and objectives. We may also provide advice on any type of investment held in your portfolio at the inception of our advisory relationship.

Since our investment strategies and advice are based on each client's specific financial situation, the investment advice we provide to you may be different or conflicting with the advice we give to other clients regarding the same security or investment.

Assets Under Management

As of December 31, 2022, we provide continuous management services for \$156,202,209 in client assets on a discretionary basis.

Item 5 Fees and Compensation

Portfolio Management Fees

We charge an annual portfolio management fee of up to 1.5% of assets under management, billed and payable quarterly in advance based on the value of your account on the last business day of the month proceeding the relevant billing period. The first billing will occur in the month following the month in which the account is initially funded, and at the beginning of each fiscal quarter thereafter (January, April, July, and October). Additional deposits received during the quarter will be billed and payable in the month following the month in which the additional deposit was received. Withdrawals taken during the quarter will receive fee refunds in the month following the month in which the withdrawal was taken out of the account. For the ease of recordkeeping, we do not charge a mid-quarter fee on or issue a mid-quarter fee refund for fee amounts of less than \$25. This limitation is at the account level, not the client level. You may have multiple accounts with fees or refunds of less than \$25 which would not be charged or refunded. Also, this limitation does not apply for the regular quarterly billing. Our advisory fee is negotiable, depending on individual client circumstances.

Our annual fee for portfolio management services varies depending upon the market value of your assets under our management, the type and complexity of the asset management services provided, as well as the level of administration requested either directly or assumed by the client.

Some accounts within the same household may be charged different fees. If this is the case, a separate agreement will be signed for each fee.

We will deduct our fee directly from your account through the qualified custodian holding your funds and securities. We will deduct our advisory fee based upon your written authorization permitting the

fees to be paid directly from your account. Further, the qualified custodian will deliver an account statement to you at least quarterly. These account statements will show all disbursements from your account. You should review all statements for accuracy.

The portfolio management agreement can be terminated by either the client or IFS upon written notice by the other party. You will incur a pro rata charge for services rendered prior to the termination of the portfolio management agreement, which means you will incur advisory fees only in proportion to the number of days in the quarter for which you are a client. If you have pre-paid advisory fees that we have not yet earned, you will receive a prorated refund of those fees.

We do not charge you a separate fee for the selection of other advisers. We will share in the advisory fee you pay directly to the TPAM. The advisory fee you pay to the TPAM is established and payable in accordance with the brochure provided by each TPAM to whom you are referred. These fees may or may not be negotiable. Our compensation may differ depending upon the individual agreement we have with each TPAM. As such, a conflict of interest may exist where our firm or persons associated with our firm has an incentive to recommend one TPAM over another TPAM with whom we have more favorable compensation arrangements or other advisory programs offered by TPAMs with whom we have less or no compensation arrangements.

You may be required to sign an agreement directly with the recommended TPAM(s). You may terminate your advisory relationship with the TPAM according to the terms of your agreement with the TPAM. You should review each TPAM's brochure for specific information on how you may terminate your advisory relationship with the TPAM and how you may receive a refund, if applicable. You should contact the TPAM directly for questions regarding your advisory agreement with the TPAM.

Financial Planning Fees

We charge a fixed fee for broad-based financial planning services, which generally ranges between \$4,000 - \$40,000. The fee is negotiable depending upon the complexity and scope of the plan, your financial situation, and your objectives. We require that you pay 50% of the fee in advance and the remaining portion upon the completion of the services rendered. We will not require prepayment of a fee more than six months in advance and in excess of \$500.

If you only require advice on a single aspect of your finances, we offer modular financial planning/general consulting services on an hourly basis. Our rate for such services is \$250 per hour and is negotiable depending on the scope and complexity of the plan, your financial situation, and your objectives. An estimate of the total time/cost will be determined at the start of the advisory relationship. Fees are due upon completion of services rendered. In limited circumstances, the cost/time could potentially exceed the initial estimate. In such cases, we will notify you in advance and request that you approve the additional fee. Depending on the scope and complexity of the hourly services to be provided, we may ask for a deposit.

You may terminate the financial planning agreement by providing written notice to our firm. You will incur a pro rata charge for services rendered prior to the termination of the agreement. If you have prepaid advisory fees that we have not yet earned, you will receive a prorated refund of those fees.

Pension Consulting Services Fees

The scope of these services, the fees, and the terms of the agreement for these services will be negotiated on a case-by-case basis with each client depending upon the complexity of the plan and the

agreement with the client. Typically, the fees will be based on either a percentage of the plan assets or our hourly rate plus our expenses. Fees will be due as invoiced. The terms regarding payment of fees, termination, and refund will be clearly set forth in the agreement executed between our firm and the client.

We do not reasonably expect to receive any other compensation, direct or indirect, for the services we provide to the Plan or Participants, unless the plan sponsor directs us to deduct our fee from the plan or directs the plan record-keeper to issue payment for our fee out of the plan. If we receive any other compensation for such services, we will (i) offset the compensation against our stated fees, and (ii) we will promptly disclose the amount of such compensation, the services rendered for such compensation and the payer of such compensation to you.

Either party to the pension consulting agreement may terminate the agreement upon 30 days' written notice to the other party. The pension consulting fees will be prorated for the quarter in which the termination notice is given and any unearned fees will be refunded to the client.

Educational Seminars Fees

Our fees for educational seminars range from \$250 - \$750 per attendee, or on a fixed fee basis ranging from \$2,500 - \$10,000 per seminar. We may waive the fee in limited circumstances.

Additional Fees and Expenses

The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds, exchange traded funds, and/or variable annuities (described in each fund's prospectus) to their shareholders. You will proportionately share in the management fees, administration fees, applicable sales charges, and other product expenses in addition to the fee you pay our firm for advisory services. Variable annuities include additional expenses including but not limited to M&E and administrative fees, and include a fund expense ratio. These fees are in addition to the management fee we charge for our services. You should carefully review the variable annuity fund documents prior to investing to understand all specific fees and expenses.

Clients of our firm may hold mutual fund investments in their advisory account(s). Some mutual funds pay 12b-1 fees as part of their compensation structure. Our firm does not have any control over this compensation structure. These fees are separate and distinct from our advisory fees. 12b-1 fees paid by clients in advisory accounts are retained by the custodian and are not paid to our firm. We can select or recommend mutual fund investments in share classes that pay 12b-1 fees when clients are eligible to purchase share classes of the same funds that do not pay such fees and are less expensive. You are under no obligation, contractually or otherwise, to purchase securities products through our firm.

You will also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the broker-dealer or custodian through whom your account transactions are executed. We do not share in any portion of the brokerage fees/transaction charges imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, you should review all the fees charged by mutual funds, exchange traded funds, our firm, and others. If you choose to use Fidelity Brokerage Services, LLC as your custodian, Fidelity will waive trade ticket charges if you either sign up for electronic document delivery, or if the total of your accounts held at Fidelity is over \$1 million dollars in asset value. For information on our brokerage practices, please refer to the *Brokerage Practices* section of this brochure.

Compensation for the Sale of Other Investment Products and Insurance

Persons providing investment advice on behalf of our firm are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by these persons are separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice on behalf of our firm who are insurance agents have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. You are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Fiduciary Acknowledgement

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours.

Under this special rule's provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice);
- Never put our financial interests ahead of yours when making recommendations (give loyal advice);
- Avoid misleading statements about conflicts of interest, fees, and investments;
- Follow policies and procedures designed to ensure that we give advice that is in your best interest;
- Charge no more than is reasonable for our services; and
- Give you basic information about conflicts of interest.

IRA Rollover Considerations

As part of our investment advisory services to you, we may recommend that you withdraw the assets from your employer's retirement plan and roll the assets over to an individual retirement account ("IRA") that we will manage on your behalf. If you elect to roll the assets to an IRA that is subject to our management, we will charge you an asset based fee as set forth in the agreement you executed with our firm. This practice presents a potential conflict of interest because persons providing investment advice on our behalf may have an incentive to recommend a rollover to you for the purpose of generating fee based compensation rather than solely based on your needs. You are under no obligation, contractually or otherwise, to complete the rollover. Moreover, if you do complete the rollover, you are under no obligation to have the assets in an IRA managed by our firm.

Many employers permit former employees to keep their retirement assets in their company plan. Also, current employees can sometimes move assets out of their company plan before they retire or change jobs. In determining whether to complete the rollover to an IRA, and to the extent the following options are available, you should consider the costs and benefits of:

An employee will typically have four options:

1. Leaving the funds in your employer's (former employer's) plan.
2. Moving the funds to a new employer's retirement plan.

3. Cashing out and taking a taxable distribution from the plan.
4. Rolling the funds into an IRA rollover account.

Each of these options has advantages and disadvantages and before making a change we encourage you to speak with your CPA and/or tax attorney.

If you are considering rolling over your retirement funds to an IRA for us to manage here are a few points to consider before you do so:

1. Determine whether the investment options in your employer's retirement plan address your needs or whether you might want to consider other types of investments.
 - a. Employer retirement plans generally have a more limited investment menu than IRAs.
 - b. Employer retirement plans may have unique investment options not available to the public such as employer securities, or previously closed funds.
2. Your current plan may have lower fees than our fees.
 - a. If you are interested in investing only in mutual funds, you should understand the cost structure of the share classes available in your employer's retirement plan and how the costs of those share classes compare with those available in an IRA.
 - b. You should understand the various products and services you might take advantage of at an IRA provider and the potential costs of those products and services.
3. Our strategy may have higher risk than the option(s) provided to you in your plan.
4. Your current plan may also offer financial advice.
5. If you keep your assets titled in a 401k or retirement account, you could potentially delay your required minimum distribution beyond age 72.
6. Your 401k may offer more liability protection than a rollover IRA; each state may vary.
 - a. Generally, federal law protects assets in qualified plans from creditors. Since 2005, IRA assets have been generally protected from creditors in bankruptcies. However, there can be some exceptions to the general rules so you should consult with an attorney if you are concerned about protecting your retirement plan assets from creditors.
7. You may be able to take out a loan on your 401k, but not from an IRA.
8. IRA assets can be accessed any time; however, distributions are subject to ordinary income tax and may also be subject to a 10% early distribution penalty unless they qualify for an exception such as disability, higher education expenses or the purchase of a home.
9. If you own company stock in your plan, you may be able to liquidate those shares at a lower capital gains tax rate.
10. Your plan may allow you to hire us as the manager and keep the assets titled in the plan name.

It is important that you understand the differences between these types of accounts and to decide whether a rollover is best for you. Prior to proceeding, if you have questions contact your investment adviser representative, or call our main number as listed on the cover page of this brochure.

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

We do not accept performance-based fees or participate in side-by-side management. Side-by-side management refers to the practice of managing accounts that are charged performance-based fees while at the same time managing accounts that are not charged performance-based fees.

Performance-based fees are fees that are based on a share of capital gains or capital appreciation of a client's account. Our fees are calculated as described in the *Advisory Business* section above, and are not charged on the basis of a share of capital gains upon, or capital appreciation of, the funds in your advisory account.

Item 7 Types of Clients

We offer investment advisory services to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations, and other business entities.

In general, we require a minimum of \$100,000 to open and maintain an advisory account. At our discretion, we may waive this minimum account size. For example, we may waive the minimum if you appear to have significant potential for increasing your assets under our management. We may also combine account values for you and your minor children, joint accounts with your spouse, and other types of related accounts to meet the stated minimum.

Item 8 Methods of Analysis, Investment Strategies and Risk of Loss

Our Methods of Analysis and Investment Strategies

We may use one or more of the following methods of analysis or investment strategies when providing investment advice to you:

1. Fundamental Analysis - involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value.
2. Technical Analysis - involves studying past price patterns and trends in the financial markets to predict the direction of both the overall market and specific stocks.
3. Modern Portfolio Theory (MPT) is a theory of investment which attempts to maximize portfolio expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, by carefully diversifying the proportions of various assets.
4. Long Term Purchases - securities purchased with the expectation that the value of those securities will grow over a relatively long period of time, generally greater than one year.
5. Short Term Purchases - securities purchased with the expectation that they will be sold within a relatively short period of time, generally less than one year, to take advantage of the securities' short-term price fluctuations.
6. Margin Transactions - a securities transaction in which an investor borrows money to purchase a security, in which case the security serves as collateral on the loan.
7. Option Trading - An option is a contract that gives the buyer the right, but not the obligation, to buy or sell an underlying asset at a specific price on or before a certain date (the "expiration date").

Our investment strategies and advice may vary depending upon each client's specific financial situation. As such, we determine investments and allocations based upon your predefined objectives, risk tolerance, time horizon, financial horizon, financial information, liquidity needs, and other various suitability factors. Your restrictions and guidelines may affect the composition of your portfolio.

Modern Portfolio Theory and Technical Analysis - The risk of market timing based on technical

analysis and modern portfolio theory is that technical indicators may not accurately predict future price movements. Current prices of securities may reflect all information known about the security and day to day changes in market prices of securities may follow random patterns and may not be predictable with any reliable degree of accuracy.

Fundamental Analysis - The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

Options and warrants give an investor the right to buy or sell a stock at some future time at a set price. Options are complex investments and can be very risky, especially if the investor does not own the underlying stock. In certain situations, an investor's risk can be unlimited. The main difference between warrants and call options is that warrants are issued and guaranteed by the issuing company, whereas options are traded on an exchange and are not issued by the company. Also, the lifetime of a warrant is often measured in years, while the lifetime of a typical option is measured in months.

We may use short-term trading (in general, selling securities within 30 days of purchasing the same securities) as an investment strategy when managing your account(s). Short-term trading is not a fundamental part of our overall investment strategy, but we may use this strategy occasionally when we determine that it is suitable given your stated investment objectives and tolerance for risk.

Our strategies and investments may have unique and significant tax implications. However, unless we specifically agree otherwise, and in writing, tax efficiency is not our primary consideration in the management of your assets. Regardless of your account size or any other factors, we strongly recommend that you continuously consult with a tax professional prior to and throughout the investing of your assets.

Moreover, as a result of revised IRS regulations, custodians and broker-dealers will begin reporting the cost basis of equities acquired in client accounts on or after January 1, 2011. Our firm uses the FIFO accounting method for calculating the cost basis of your investments. You are responsible for contacting your tax adviser to determine if this accounting method is the right choice for you. If your tax advisor believes another accounting method is more advantageous, please provide written notice to our firm immediately and we will alert your account custodian of your individually selected accounting method. Please note that decisions about cost basis accounting methods will need to be made before trades settle, as the cost basis method cannot be changed after settlement.

Risk of Loss

Investing in securities involves risk of loss that you should be prepared to bear. We do not represent or guarantee that our services or methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to market corrections or declines. We cannot offer any guarantees or promises that your financial goals and objectives will be met. Past performance is in no way an indication of future performance.

Recommendation of Particular Types of Securities

We do not recommend a particular type of security; however, as disclosed under the "Advisory Business" section in this Brochure, we may recommend any of the following types of securities: equity securities, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities, US Government securities, options contracts on securities, futures contracts on securities and commodities, and interest in partnerships investing in

real estate, oil and gas interests. Each type of security has its own unique set of risks associated with it and it would not be possible to list here all of the specific risks of every type of investment. Even within the same type of investment, risks can vary widely. However, in very general terms, the higher the anticipated return of an investment, the higher the risk of loss associated with it.

Item 9 Disciplinary Information

We are required to disclose the facts of any legal or disciplinary events that are material to a client's evaluation of our advisory business or the integrity of our management. We do not have any required disclosures under this item.

Item 10 Other Financial Industry Activities and Affiliations

Arrangements with Affiliated Entities

We are affiliated with Insight Insurance Partners, LLC (IIP), a licensed insurance agency, through common control and ownership. Therefore, persons providing investment advice on behalf of our firm are licensed as insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by these persons are separate from our advisory fees. Please see the "Fees and Compensation" section in this brochure for more information on the compensation received by insurance agents who are affiliated with our firm.

Recommendation of Other Advisers

We may recommend that you use a third party asset manager ("TPAM") based on your needs and suitability. We will not receive separate compensation, directly or indirectly, from the TPAM for recommending that you use their services. Moreover, we do not have any other business relationships with the recommended TPAM(s). Refer to the *Advisory Business* section above for additional disclosures on this topic.

Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Description of Our Code of Ethics

We strive to comply with applicable laws and regulations governing our practices. Therefore, our Code of Ethics includes guidelines for professional standards of conduct for our Associated Persons. Our goal is to protect your interests at all times and to demonstrate our commitment to our fiduciary duties of honesty, good faith, and fair dealing with you. All of our Associated Persons are expected to adhere strictly to these guidelines. Persons associated with our firm are also required to report any violations of our Code of Ethics. Additionally, we maintain and enforce written policies reasonably designed to prevent the misuse or dissemination of material, non-public information about you or your account holdings by persons associated with our firm.

Our Code of Ethics is available to you upon request. You may obtain a copy of our Code of Ethics by contacting Larry Broxterman, Chief Compliance Officer or Pete Martinez, President, at (913) 402-2020.

Personal Trading Practices

Our firm or persons associated with our firm may buy or sell the same securities that we recommend to you or securities in which you are already invested. A conflict of interest exists in such cases because we have the ability to trade ahead of you and potentially receive more favorable prices than you will receive. To eliminate this conflict of interest, it is our policy that neither our Associated Persons nor we shall have priority over your account in the purchase or sale of securities.

Item 12 Brokerage Practices

We recommend the brokerage and custodial services of Fidelity Brokerage Services, LLC, and Charles Schwab (whether one or more "Custodian"). Your assets must be maintained in an account at a "qualified custodian," generally a broker-dealer or bank. In recognition of the value of the services the Custodian provides, you may pay higher commissions and/or trading costs than those that may be available elsewhere.

We seek to recommend a custodian/broker that will hold your assets and execute transactions on terms that are, overall, the most favorable compared to other available providers and their services. We consider various factors, including:

- Capability to buy and sell securities for your account itself or to facilitate such services.
- The likelihood that your trades will be executed.
- Availability of investment research and tools.
- Overall quality of services.
- Competitiveness of price.
- Reputation, financial strength, and stability.
- Existing relationship with our firm and our other clients.

Research and Other Soft Dollar Benefits

We do not have any soft dollar arrangements.

Economic Benefits

As a registered investment adviser, we have access to the institutional platform of your account custodian. As such, we will also have access to research products and services from your account custodian and/or other brokerage firm. These products may include financial publications, information about particular companies and industries, research software, and other products or services that provide lawful and appropriate assistance to our firm in the performance of our investment decision-making responsibilities. Such research products and services are provided to all investment advisers that utilize the institutional services platforms of these firms, and are not considered to be paid for with soft dollars. However, you should be aware that the commissions charged by a particular broker for a particular transaction or set of transactions may be greater than the amounts another broker who did not provide research services or products might charge.

Fidelity Brokerage Services, LLC charges our firm a platform fee which may be reduced based on the amount of assets our clients have invested in Fidelity Funds and other funds preferred by Fidelity. As a result, we have an incentive to invest your accounts in qualifying funds at Fidelity because of the reduction in fees we are obligated to pay Fidelity for their custodial services.

Brokerage for Client Referrals

We do not receive client referrals from broker-dealers in exchange for cash or other compensation, such as brokerage services or research.

Directed Brokerage

In limited circumstances, and at our discretion, some clients may instruct our firm to use one or more particular brokers for the transactions in their accounts. If you choose to direct our firm to use a particular broker, you should understand that this might prevent our firm from aggregating trades with other client accounts or from effectively negotiating brokerage commissions on your behalf. This practice may also prevent our firm from obtaining favorable net price and execution. Thus, when directing brokerage business, you should consider whether the commission expenses, execution,

clearance, and settlement capabilities that you will obtain through your broker are adequately favorable in comparison to those that we would otherwise obtain for you.

Block Trades

We may combine multiple orders for shares of the same securities purchased for advisory accounts we manage (this practice is commonly referred to as "block trading"). In the event orders are block traded, we will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportionate to the size of the account, but it is not based on account performance or the amount or structure of management fees. Subject to our discretion regarding factual and market conditions, when we combine orders, each participating account pays an average price per share for all transactions and pays a proportionate share of all transaction costs. Accounts owned by our firm or persons associated with our firm may participate in block trading with your accounts; however, they will not be given preferential treatment. In the event orders are not block traded, clients may pay different prices for the same securities transactions than other clients pay. Furthermore, we may not be able to buy and sell the same quantities of securities for the client and the client may pay higher commissions, fees, and/or transaction costs than other clients.

Mutual Fund Share Classes

Mutual funds are sold with different share classes, which carry different cost structures. Each available share class is described in the mutual fund's prospectus. When we purchase, or recommend the purchase of, mutual funds for a client, we select the share class that is deemed to be in the client's best interest, taking into consideration cost, tax implications, and other factors. When the fund is available for purchase at net asset value, we will purchase, or recommend the purchase of, the fund at net asset value. We also review the mutual funds held in accounts that come under our management to determine whether a more beneficial share class is available, considering cost, tax implications, and the impact of contingent deferred sales charges.

Item 13 Review of Accounts

Pete Martinez, Larry Broxterman, and/or your primary representative, will monitor your accounts on an ongoing basis to ensure the advisory services provided to you are consistent with your stated investment needs, objectives, and risk tolerance. We recommend that you meet with us annually for an account review. Additional reviews may be conducted at your request or based on various circumstances, including, but not limited to:

1. contributions and withdrawals,
2. year-end tax planning,
3. market moving events,
4. security specific events, and/or,
5. changes in your risk/return objectives.

You should contact us to report any changes in your financial situation or investment guidelines.

Trade confirmations and statements will be provided to you by your account custodian. We may also provide you with additional quarterly written reports in conjunction with account reviews. Additional reports will include an investment summary detailing portfolio value, gain and loss, and performance.

Item 14 Client Referrals and Other Compensation

As disclosed under the *Fees and Compensation* section in this brochure, persons providing investment advice on behalf of our firm are licensed insurance agents. For information on the

conflicts of interest this presents, and how we address these conflicts, refer to the *Fees and Compensation* section.

We have entered into contractual arrangement(s) with promotor(s), under which they receive compensation from us for the establishment of new client relationships. Promotors who refer clients to us must comply with the requirements of the jurisdictions where they operate. Their compensation is a percentage of the advisory fee you pay us for as long as you are our client, or until such time as our agreement with the promotor ends. You will not be charged additional fees based on this compensation arrangement. Incentive based compensation is contingent upon you entering into an advisory agreement with us. Therefore, the individual has a financial incentive to recommend us to you for advisory services. This creates a conflict of interest; however, you are not obligated to retain us for advisory services. Comparable services and/or lower fees may be available through other firms.

Item 15 Custody

All advisory fees are deducted from advisory accounts. This ability to deduct our advisory fees from your accounts causes our firm to exercise limited custody over your funds or securities. We do not have physical custody of any of your funds and/or securities. Your funds and securities will be held with an independent qualified custodian. You will receive account statements from your custodian at least quarterly. The account statements from your custodian will indicate the amount of our advisory fees deducted from your account(s) each billing period. You should carefully review account statements for accuracy.

Asset Transfer Authority

A client may provide our firm with a signed standing letter of authorization with delivery instructions to a third party. Our firm or persons associated with our firm may affect third party transfers for client accounts without client written consent per transaction to only the prior named third party. An adviser with authority to conduct third party transfers on a client's behalf has access to the client's assets, and therefore has custody of the client's assets in any related accounts.

If you have a question regarding your account statement or if you did not receive a statement from your custodian, please contact Larry Broxterman, Chief Compliance Officer or Pete Martinez, President, at (913) 402-2020.

Item 16 Investment Discretion

Our engagement agreement authorizes us to buy and sell securities on your behalf. This document must be signed prior to any trading activity. You may specify investment objectives, guidelines, and/or impose certain conditions or investment parameters for your account(s). For example, you may specify that the investment in any particular stock or industry should not exceed specified percentages of the value of the portfolio and/or restrictions or prohibitions of transactions in the securities of a specific industry or security. Please refer to the *Advisory Business* section in this brochure for more information on our discretionary management services.

Item 17 Voting Client Securities

We will not vote proxies on behalf of your advisory accounts. At your request, we may offer you advice regarding corporate actions and the exercise of your proxy voting rights. If you own shares of common stock or mutual funds, you are responsible for exercising your right to vote as a shareholder.

In most cases, you will receive proxy materials directly from the account custodian. However, in the

event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward any electronic solicitation to vote proxies.

Item 18 Financial Information

We have not filed a bankruptcy petition at any time in the past ten years.

Item 19 Requirements for State Registered Investment Adviser

We are a federally registered investment adviser; therefore, we are not required to respond to this item.

Item 20 Additional Information

Your Privacy

We view protecting your private information as a top priority. Pursuant to applicable privacy requirements, we have instituted policies and procedures to ensure that we keep your personal information private and secure.

We do not disclose any non-public personal information about you to any non-affiliated third parties, except as permitted by law. In the course of servicing your account, we may share some information with our service providers, such as transfer agents, custodians, broker-dealers, accountants, consultants, and attorneys.

We restrict internal access to non-public personal information about you to employees, who need that information in order to provide products or services to you. We maintain physical and procedural safeguards that comply with regulatory standards to guard your non-public personal information and to ensure our integrity and confidentiality. We will not sell information about you or your accounts to anyone. We do not share your information unless it is required to process a transaction, at your request, or required by law.

You will receive a copy of our privacy notice prior to or at the time you sign an advisory agreement with our firm. Thereafter, we will deliver a copy of the current privacy policy notice to you on an annual basis. Please contact Larry Broxterman, Chief Compliance Officer or Pete Martinez, President, at (913) 402-2020 if you have any questions regarding this policy.

Trade Errors

In the event a trading error occurs in your account, our policy is to restore your account to the position it should have been in had the trading error not occurred. Depending on the circumstances, corrective actions may include canceling the trade, adjusting an allocation, and/or reimbursing the account. If a trade error results in a profit, the trade error will be corrected in the trade error account of the executing broker-dealer and you will not keep the profit.

Class Action Lawsuits

We do not determine if securities held by you are the subject of a class action lawsuit or whether you are eligible to participate in class action settlements or litigation nor do we initiate or participate in litigation to recover damages on your behalf for injuries as a result of actions, misconduct, or negligence by issuers of securities held by you.

Pete A. Martinez

**IFS Advisors, LLC
d/b/a
Insight Financial Services**

**7101 College Boulevard, Suite 740
Overland Park, KS 66210**

**Telephone: (913) 402-2020
Facsimile: (913) 402-2021**

www.ifsadvisors.com

March 24, 2023

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Pete A. Martinez that supplements the Insight Financial Services brochure. You should have received a copy of that brochure. Please contact (913) 402-2020 if you did not receive Insight Financial Services' brochure or if you have any questions about the contents of this supplement.

Additional information about Pete A. Martinez is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Pete A. Martinez

Year of Birth: 1968

Formal Education after High School:

- Baker University M.B.A., 2002
- University of Central Missouri, BS, Finance, 1992

Business Background for the Previous Five Years:

- IFS Advisors, LLC d/b/a Insight Financial Services, 06/2008- Present, President/Investment Adviser Representative
- Insight Financial Services, 04/2006 - Present, President
- Insight Insurance Partners, 03/2006 - Present, President/Insurance Agent
- Securities America, Inc., 09/2020 - 10/2020, Registered Representative
- Securities Service Network, LLC - 10/2017 - 09/2020, Registered Representative
- National Planning Corporation ("NPC"), 04/2006 - 10/2017, Registered Representative, Investment Adviser Representative

Item 3 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Pete Martinez has no required disclosures under this item.

Item 4 Other Business Activities

Mr. Martinez has an ownership interest in Insight Insurance Partners, LLC (IIP) a licensed insurance agency. He is also separately licensed as an independent insurance agent. In this capacity, he can effect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by IIP and/or Mr. Martinez for insurance-related activities. This presents a conflict of interest because Mr. Martinez may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Item 5 Additional Compensation

Refer to the *Other Business Activities* section above for disclosures on Mr. Martinez's receipt of additional compensation as a result of his other business activities.

Also, refer to the *Fees and Compensation, Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations* section(s) of Insight Financial Services' firm brochure for additional disclosures on this topic.

Item 6 Supervision

As President of Insight Financial Services, Mr. Martinez is not supervised by other persons.

Larry W. Broxterman

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d/b/a
Insight Financial Services**

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March 24, 2023

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Larry W. Broxterman that supplements the Insight Financial Services brochure. You should have received a copy of that brochure. Please contact (913) 402-2020 if you did not receive Insight Financial Services' brochure or if you have any questions about the contents of this supplement.

Additional information about Larry W. Broxterman is available on the SEC's website at **www.adviserinfo.sec.gov**.

Item 2 Educational Background and Business Experience

Larry W. Broxterman

Year of Birth: 1978

Formal Education after High School:

- University of Kansas, B.S., Finance, 2001

Business Background for the Previous Five Years:

- Insight Financial Services, 04/2006 - Present, Director of Trading
- IFS Advisors, LLC d/b/a Insight Financial Services, 06/2008 - Present, Investment Adviser Representative, Chief Compliance Officer
- Securities America, Inc., 09/2020 - 10/2020, Registered Representative
- Securities Service Network, LLC, 10/2017 - 09/2020, Registered Representative
- National Planning Corporation ("NPC"), 04/2006 - 10/2017, Registered Representative, Investment Adviser Representative

Item 3 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Larry Broxterman has no required disclosures under this item.

Item 4 Other Business Activities

Larry Broxterman is separately licensed as an independent insurance agent. In this capacity, he can effect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Mr. Broxterman for insurance-related activities. This presents a conflict of interest because Mr. Broxterman may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Item 5 Additional Compensation

Refer to the *Other Business Activities* section above for disclosures on Mr. Broxterman's receipt of additional compensation as a result of his other business activities.

Also, refer to the *Fees and Compensation and Other Financial Industry Activities and Affiliations* section(s) of Insight Financial Services' firm brochure for additional disclosures on this topic.

Item 6 Supervision

Pete A. Martinez, President of Insight Financial Services, is responsible for supervising the advisory activities of Mr. Broxterman. Mr. Martinez can be reached at (913) 402-2020.

Gregory J. Keal, CLU[®], RFC[®], BFA

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d/b/a
Insight Financial Services**

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March 24, 2023

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Gregory J. Keal that supplements the Insight Financial Services brochure. You should have received a copy of that brochure. Please contact us at (913) 402-2020 if you did not receive Insight Financial Services' brochure or if you have any questions about the contents of this supplement.

Additional information about Gregory J. Keal (CRD # 1304375) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Gregory J. Keal

Year of Birth: 1960

Formal Education After High School:

- The American College, Chartered Life Underwriter Curriculum, 2004

Business Background for Previous Five Years:

- IFS Advisors, LLC d/b/a Insight Financial Services, 3/2009 - Present, Investment Adviser Representative
- Securities America, Inc., 9/2020 - 10/2020, Registered Representative
- Securities Service Network, LLC, 10/2017 - 9/2020, Registered Representative
- Insight Insurance Partners, LLC, 10/2015 - Present, President
- National Planning Corporation ("NPC"), 11/2007 - 10/2017, Registered Representative, Investment Adviser Representative

Certifications: **CLU®**, **RFC®**, **BFA**

Chartered Life Underwriter® (CLU®)

This designation is issued by The American College and is granted to individuals who have at least three years of full-time business experience within the five years preceding the awarding of the designation. The candidate is required to take a series of mandatory courses which include, for example, the following: insurance planning, life insurance law, fundamentals of estate planning, planning for business owners, income taxation, group benefits, planning for retirement needs, and investments. Each course has a final proctored exam and once issued, the individual is required to submit 30 hours of continuing education every two years.

Registered Financial Consultant® (RFC®)

This designation is issued by the International Association of Registered Financial Consultants (IARFC) and is granted to individuals who have met all of the following requirements: (a) possess an undergraduate or graduate financial planning degree, or has earned one of the following designations:

AAMS, AEP, CEP, CFA, CFP®, ChFC®, CLU®, CPA, EA, LUTC, MS, MBA, JD, Ph.D, or completed a CFP® equivalent, IARFC-approved college curriculum; (b) if operating on a commission basis, must meet licensing requirements for securities and life and health insurance; if operating strictly as fee-only and not licensed, then must be registered as an investment adviser, and (c) four years full time experience as a financial planning practitioner or educator in the field of financial planning or financial services. The individual must complete approved college curriculum in personal financial planning or an IARFC self-study course (with a final certification examination). The individual is required to take 40 hours of continuing education in the field of personal finance and professional practice management every year, must complete an IARFC approved CE course or curriculum on operational ethics and standards of conduct every two years, and must provide evidence that the member can produce a high-quality personal financial plan.

Behavioral Financial Advisor (BFA)

This designation is issued by think2perform and is granted to individuals who completed a curriculum related to behavioral finance and have passed a final proctored exam. The goal of the BFA training is to integrate financial knowledge with psychological research in order to help clients increase their emotional competency in financial matters. Once the individual has been granted the designation, they must submit 20 hours of continuing education every two years.

Item 3 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Gregory J. Keal has no required disclosures under this item.

Item 4 Other Business Activities

Gregory J. Keal is President of Insight Insurance Partners, LLC, a licensed insurance agency and is also separately licensed as an independent insurance agent. In this capacity, Mr. Keal may effect transactions in insurance products for clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Insight Insurance Partners and/or Mr. Keal for insurance-related activities. This presents a conflict of interest because Mr. Keal may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Item 5 Additional Compensation

Refer to the *Other Business Activities* section above for disclosures on Mr. Keal's receipt of additional compensation as a result of his other business activities.

Also, refer to the *Fees and Compensation and Other Financial Industry Activities and Affiliations* section(s) of Insight Financial Services' firm brochure for additional disclosures on this topic.

Item 6 Supervision

Pete A. Martinez, President of Insight Financial Services, is responsible for supervising the advisory activities of Mr. Keal. Mr. Martinez can be reached at (913) 402-2020.