

Steven E. Ayers, CFA[®]

This brochure provides supplemental information about Steven E. Ayers, CFA[®] (“Investment Advisor Representative”, “IAR” or “Employee”) that supplements the Steven Ayers & Company brochure, which should have also been provided to you. Please contact Steven E. Ayers, CFA[®] at Steven Ayers & Company if you need the Steven Ayers & Company brochure or if you have any questions.

Additional information about Steven Ayers & Company is also available at the SEC’s website www.adviserinfo.sec.gov (under “investment adviser firm” and type in our firm name).

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ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Steven E. Ayers, CFA®

Year Born: 1968

Educational Background:

B.B.A., Management Information Systems – University of Texas at Austin (1990)

M.B.A., Finance, International Business – New York University – Leonard N. Stern School of Business (1997)

Business Background:

09/2002 – Present: *President, CCO, Investment Advisor Representative*, Steven Ayers & Company

09/2001 – 08/2002: *Extended Travel*

09/2000 – 08/2001: *Investment Research*, Reed, Wadsen & Associates, LLC

Professional Designations:

Chartered Financial Analyst (CFA®)

Explanation of Designation:

CFA®: (Chartered Financial Analyst)

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals.

There are currently more than 90,000 CFA charter holders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charter holders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters



Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charter holders—often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

To learn more about the CFA charter, visit www.cfainstitute.org.

ITEM 3 - DISCIPLINARY INFORMATION

Steven E. Ayers, CFA® has no legal or disciplinary events that are material to a Client's or prospective Client's evaluation of this advisory business.

ITEM 4 - OTHER BUSINESS ACTIVITIES

The principal business is that of a Registered Investment Advisor (RIA) and provider of financial planning services.



ITEM 5 - ADDITIONAL COMPENSATION

Other than work with Steven Ayers & Company and any disclosures made in Items 2 and 4 above, Steven E. Ayers, CFA[®] receives no additional compensation related to outside business activities.

ITEM 6 – SUPERVISION

Steven E. Ayers, CFA[®] is the sole managing member of Steven Ayers & Company and is the supervising authority.

ITEM 7 - REQUIREMENTS FOR STATE-REGISTERED ADVISERS

State securities authorities require this disclosure and it is provided to you for evaluating this investment advisor representative's suitability.

Steven E. Ayers, CFA[®] has never been found liable in arbitration or liable in a civil, self-regulatory organization, or administrative proceeding involving an investment or an investment-related business or activity; fraud, false statement(s), or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, or extortion; or dishonest, unfair, or unethical practices. Steven E. Ayers, CFA[®] has never been the subject of a bankruptcy petition.