

**SimonDavis Asset Management, Inc.  
Form ADV Part 2B Brochure Supplement**

**David A. Simon, MBA, CLU, CFP®**  
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SimonDavis Asset Management, Inc.  
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**Item 2. Educational Background and Experience:**

**EDUCATION:**

**Darden Graduate School of Business at The University of Virginia**  
*Masters in Business Administration (MBA)*

**College of Financial Planning**  
*Certified Financial Planner (CFP®)*

**American College**  
*Chartered Life Underwriter (CLU)*

**Arizona State University**  
*B.S. in Marketing*

**Business Experience:**

**SimonDavis Asset Management, Inc.** 01/2003 to Present  
*President & Principal*

**SimonDavis Inc.** 01/2003 to Present  
*Chairman & CEO*

**US Allianz Securities, Inc.** 07/2003 to 01/2005  
*Registered Representative*

**AXA Advisors, LLC** 01/1994 to 05/2003  
*Investment Advisory Representative*

**Morgan Stanley** 06/2002 to 08/2002  
*Private Wealth Management*

**Item 3. Disciplinary Information:**

None

**Item 4. Other Business Activities:**

In an effort to be able to better provide and implement comprehensive financial planning services, David A. Simon is licensed with multiple insurance companies and sells life insurance, disability insurance, long-term care insurance and annuity products. In summary, David may utilize virtually any tool or product necessary to provide objective and comprehensive financial planning. Most of these "other

products" entitle David to compensation that is separate from fees received for investment advisory fees and financial planning fees.

David A. Simon, President and Principal of SimonDavis Asset Management, Inc. spends approximately 30% of his time managing SimonDavis, Inc. an insurance wholesale brokerage agency. Mr. Simon is CEO and owns 100% of SimonDavis, Inc. SimonDavis, Inc. provides SimonDavis Asset Management, Inc. advisors, and other financial professionals, access to a wide array of life, annuity, long term care, and disability insurance products. Mr. Simon receives annual compensation and bonuses from SimonDavis, Inc.

**Item 5. Additional Compensation:**

None

**Item 6. Supervision:**

SimonDavis Asset Management, Inc. closely monitors the recommendations and planning provided by all of its investment professionals. This is done through monthly and annual compliance meetings, random Associate audits, planned file reviews, clear and concise internal policies and procedures, and strict adherence to all industry laws and regulations. For additional information regarding our internal quality and control procedures please contact: David A. Simon, President of SimonDavis Asset Management at (800) 466-8376; or, via email at: [dsimon@simondavisinc.com](mailto:dsimon@simondavisinc.com).