

## **Item 1 – Cover Page**

### **Disclosure Brochure Supplement**

#### **Integrity Investment Advisors, LLC**

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Overland Park, KS 66213  
913-897-2074

Date of Brochure: March 15, 2012

This brochure supplement provides information that complements the Integrity Investment Advisor, LLC. ADV Part II / Brochure, which you should have received a copy. Please contact Tony Moeller at 913-897-2074 or [tmoeller@iia-kc.com](mailto:tmoeller@iia-kc.com) if you did not receive the Integrity Investment Advisors, LLC ADV Part II / Brochure or if you have any questions about the contents of this supplement. Additional information about Integrity Investment Advisors, LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Item 2 – Educational Background and Business Experience**

It is the policy of IIA to employ individuals who have distinguished themselves in academic work as well as previous related industry and securities experience. It also seeks to engage those individuals who have advanced degrees and relevant professional designations. If persons other than Tony Moeller render advice, they will meet these criteria.

#### **Tony Moeller**

Born: April, 1962

#### *Educational Background:*

- Certified Public Accountant <sup>TM</sup> certificate, 1986\*
- BSBA in Accounting, Rockhurst College, Kansas City, MO 1984

#### *Business Experience:*

- Integrity Investment Advisors, LLC President, Investment Advisor Representative and Chief Compliance Officer, Owner, 2005 – Present
- Bankers & Investors, Corp., Broker-Dealer Registered Representative 1993 – Present
- Sunflower Asset Management, Inc., Investment Advisor Representative 1988 – 2005

\* Mr. Moeller currently does not practice public accounting; however he does maintain his CPA designation.

**Toan Nguyen**

Born: July 1981

**Educational Background:**

- BSBA in Finance, Washburn University, Topeka, KS 2005
- Completed Certified Financial Planner Coursework, College of Financial Planners, Greenwood Village, CO - 2011

***Business Experience:***

- Integrity Investment Advisors, Investment Advisor Representative, 2005 - Present
- Washburn University Undergraduate studies 2004 - 2005
- Commerce Bank & Trust, Customer Service Associate, 2003-2004
- University of Kansas Undergraduate studies 2000 - 2004

**Item 3 – Disciplinary Information**

No associates at IIA have any legal or disciplinary events to report.

**Item 4 – Other Business Activities**

Tony Moeller's primary business activity is acting as an investment advisor representative of IIA. However, he is also a registered representative with Bankers & Investors Corp., a registered broker-dealer (member of the Financial Industry Regulatory Authority (FINRA) and Securities Investors Protection Corporation (SIPC)) and he maintains a license as an independent insurance agent. Less than 5% of his time annually is spent on these other activities. Mr. Moeller retains his securities license through Bankers & Investors, Corp. to assist those clients he advises outside of and separate from IIA. Any compensation Mr. Moeller receives through his affiliation with Bankers & Investors, Corp. is separate of the work he performs for his fee-only clients under agreements with IIA. However, a conflict of interest could exist because Mr. Moeller could earn fees for the work he performs separately through Bankers and Investors.

IIA's client account transactions are not executed through Bankers & Investors, Corp., but are executed separate from that broker-dealer. All transactions conducted through and compensation received from Bankers & Investors, Corp. are completely separate from any work performed for clients of IIA.

If and when Mr. Moeller sells life insurance, he receives the client's prior consent after full disclosure of the transaction.

Mr. Moeller owns less than one percent in a bank holding company and also has a small investment in another private limited liability company. Some clients may also have a percentage of ownership in the bank holding company or the limited liability company. Mr. Moeller is not a general partner or a managing member but instead is simply a passive investor in these entities. Although Mr. Moeller does not recommend the bank holding company or the private limited liability company to clients, some clients may also have a percentage of

ownership in these entities. These clients are rendered the same level and nature of services as any other client and receive no preferential treatment. IIA manages this client's assets according to the client's needs and objectives, in the same manner as all clients.

Mr. Moeller owns membership units in a private placement that intends to secure all requisite studies, reports, permits and Financing commitments necessary to fulfill the requirements of the Iowa Finance Authority, Iowa Department of Economic Development and the Federal Internal Revenue Service with regard to Section 42 Tax Credits and the Low Income Housing Tax Credit Program for the development of a such projects (Development Services). This will allow the developer associated with this private placement to fund the completion of the Development Services; and to receive Section 42 Tax Credits and the Low Income Housing Tax Credit Program Tax credits. Some clients may also have an investment in the same private placement. Mr. Moeller is not a general partner or a managing member but instead is simply a passive investor in these entities. Although Mr. Moeller does not recommend private placements to his clients, some clients may also have ownership in these entities. These clients are rendered the same level and nature of services as any other client and receive no preferential treatment. IIA manages this client's assets according to the client's needs and objectives, in the same manner as all clients.

Mr. Moeller owns preferred stock in a real estate development entity. Some clients may also have an investment in the same private placement. Mr. Moeller is not a general partner or a managing member but instead is simply a passive investor in these entities. Although Mr. Moeller does not recommend private placements to his clients, some clients may also have ownership in these entities. These clients are rendered the same level and nature of services as any other client and receive no preferential treatment. IIA manages this client's assets according to the client's needs and objectives, in the same manner as all clients.

Mr. Moeller is co-trustee of his wife's trust which is member of an LLC that invests in and manages residential rental property. No clients are involved in the LLC and the only other members of the LLC are Mr. Moeller's brother and sister-in-law. Mr. Moeller is a representative for the LLC and spends very limited time in this capacity (under three hours a month).

Mr. Moeller has a promissory note with and owns membership units (representing 4%) in a limited liability company (LLC) that intends to provide technology solutions for other businesses. Mr. Moeller's role in the LLC is as an advisory member who will meet approximately 1.5 hours a month with the primary owner and one other member of the LLC to offer guidance and advice on various business issues it may face or planning to address. Mr. Moeller's role is strictly as a business advisor and not as an investment advisor or an accountant. This investment is a private placement and no other members of this LLC are clients of Integrity Investment Advisors, LLC.

Toan Nguyen is a general partner in MWGT, LLC a free online classifieds website. MWGT generates revenue through site sponsorship. Mr. Nguyen maintains and operates the website approximately 5 hours a week. MWGT activities are completely separate of IIA and solely during after-work hours.

Mr. Nguyen prepares tax returns for individuals under an EFIN. He does not solicit IIA clients for tax preparation. Mr. Nguyen prepares taxes separate of IIA and solely after-work hours. However, he does prepare taxes for one IIA client that is a close personal friend and he has prepared taxes for them prior to them becoming a client of IIA. If Mr. Nguyen were to prepare taxes for any additional client(s) in the future, notice will be given to the Chief Compliance Officer for approval.

#### **Item 5 – Additional Compensation**

As previously indicated Tony Moeller may sell securities to any client for commissions in his separate capacity as a registered representative. Mr. Moeller does not actively seek new business and spends less than 5% of his time annually on these other activities. Mr. Moeller retains his securities license through Bankers & Investors, Corp. to assist those clients he advises outside of and separate from IIA. Any compensation Mr. Moeller receives through his affiliation with Bankers & Investors, Corp. is separate of the work he performs for his fee-only clients under agreements with IIA.

For more information, please see Item 4.

#### **Item 6 – Supervision**

Mr. Moeller is the Chief Compliance Officer of Integrity Investment Advisors and is ultimately responsible for supervising activities and services provided by the firm. Investment accounts reviewed on an as needed basis. Mr. Moeller is responsible for monitoring investment accounts under her control, but actively seeks the assistance of other investment advisor representatives when needed.