

## **Item 1 – Cover Page**

### **Disclosure Brochure Supplement**

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This brochure supplement provides information that complements the Integrity Investment Advisor, LLC. ADV Part 2A Brochure, which you should have received a copy. Please contact Tony Moeller at 913-897-2074 or [tmoeller@ii-a-kc.com](mailto:tmoeller@ii-a-kc.com) if you did not receive the Integrity Investment Advisors, LLC ADV Part 2A 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 maintains his CPA designation, but practices public accounting only in the capacity of providing investment advisory services.

## **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 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).

#### **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**

Tony Moeller (IIA President 913-897-2074) is the Chief Compliance Officer of Integrity Investment Advisors and is ultimately responsible for supervising activities and services provided by the firm. IIA trading activity is monitored on an at least quarterly basis. Mr. Moeller is responsible for supervising all IIA associate advisory activities.

#### **Item 7 – Requirements for State-Registered Advisers**

No IIA associate has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Additionally, no IIA associate is or has been subject to a bankruptcy petition.