



SRS Capital Advisors, Inc. Form ADV Part 2B Brochure Supplement

Michael P. Riordan
CRD #6013876
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This brochure supplement provides information about Michael P. Riordan that supplements the SRS Capital Advisors, Inc. brochure. You should have received a copy of that brochure. Please contact SRS Capital Advisors, Inc. if you did not receive SRS Capital Advisors, Inc.'s brochure or if you have any questions about the content of this supplement.

Additional information about Michael P. Riordan is available on the SEC's website at www.adviserinfo.sec.gov.

Form ADV Part 2B brochure supplements are not approved by the Commission or any state securities authority.

Item 2. Educational Background and Experience:

NAME AND DATE OF BIRTH:

Michael P. Riordan (born 1974)

EDUCATION:

Darden Graduate School of Business at The University of Virginia
Masters in Business Administration (MBA), 2003

University of Virginia
B.S. in Economics, 1996

Business Experience:

SRS Capital Advisors, Inc. 01/2012 to Present
Managing Director

MarketBridge, Inc. 01/2004 to 01/2012
Senior VP & GM, Analytics

Host Communications, Inc. 11/1996 to 05/2001
General Manager & CFO

Item 3. Disciplinary Information:

None

Item 4. Other Business Activities:

Michael Riordan will be spending approximately 1-2 days per month consulting with his old firm, MarketBridge, to help smooth the transition of that firm's clients following his departure. MarketBridge is in the consulting industry and provides sales and marketing consulting and analytics support to Fortune 500 companies. Mr. Riordan's consulting agreement currently runs through May of 2012 and he is compensated as a 1099 contractor for this work.

Though Michael Riordan is not licensed and therefore is not actively engaged in selling insurance, it is possible that he may receive compensation as a result of commissions from insurance sold by other Associates of the Advisor through his ownership interest in SRS Investment Services, LLC.

Item 5. Additional Compensation:

Michael Riordan will receive additional compensation for the consulting arrangement with MarketBridge in addition to his SRS Capital Advisors, Inc. compensation.

Item 6. Supervision:

SRS Capital Advisors, 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, Managing Director at SRS Capital Advisors at (303) 837-1119; or, via email at: dsimon@srscap.com