

## **Pinnacle Family Advisors, LLC**

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### **FORM ADV PART 2A BROCHURE**

**This brochure provides information about the qualifications and business practices of Pinnacle Family Advisors. If you have any questions about the contents of this brochure, please contact us at 417-886-6590. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.**

**Additional information about Pinnacle Family Advisors is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable IARD/CRD number for Pinnacle Family Advisors is 145628.**

**Pinnacle Family Advisors is a registered investment adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.**

## Item 2 Material Changes

Form ADV Part 2 requires registered investment advisers to amend their brochure when information becomes materially inaccurate. If there are any material changes to an adviser's disclosure brochure, the adviser is required to notify you and provide you with a description of the material changes.

Generally, Pinnacle Family Advisors, LLC will notify clients of material changes on an annual basis. However, where we determine that an interim notification is either meaningful or required, we will notify our clients promptly. In either case, we will notify our clients in a separate document.

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## Item 4 Advisory Business

### Description of Services and Fees

Pinnacle Family Advisors is a registered investment adviser based in Springfield, Missouri. We are organized as a limited liability company under the laws of the State of Missouri. We have been providing investment advisory services since 2007. Ronald S. McCurry, is our President, Managing Member, and is the principal owner of our firm. Currently, we offer the following investment advisory services, which are personalized to each individual client:

- Financial Planning and Consulting Services
- Asset Management Services
- Selection of Other Advisers
- Sub-advisory Services
- Pension Consulting Services

The following paragraphs describe our services and fees. Please refer to the description of each investment advisory service listed below for information on how we tailor our advisory services to your individual needs. As used in this brochure, the words "we," "our" and "us" refer to Pinnacle Family Advisors and the words "you," "your" and "client" refer to you as either a client or prospective client of our firm. Also, you may see the term Associated Person or Investment Adviser Representative throughout this brochure. As used in this brochure, our Associated Persons or Investment Adviser Representatives are our firm's officers, employees, and all individuals providing investment advice on behalf of our firm.

### Financial Planning and Consulting Services

We offer broad-based, modular, and consultative financial planning services. Financial planning will typically involve providing a variety of advisory services to you regarding the management of your financial resources based upon an analysis of your individual needs. If you retain our firm for financial planning services, we will meet with you to gather information about your financial circumstances and objectives. During this process, we may also meet with your other professional advisers (financial, legal, real estate, tax, etc.) for a series of information gathering and/or implementation meetings. Once we specify those long-term objectives (both financial and non-financial), we will develop shorter-term, targeted objectives. Once we review and analyze the information you provide we will deliver a written plan to you, designed to help you achieve your stated financial goals and objectives.

Financial plans are based on your financial situation at the time we prepare the plan and on the financial information you provide. You must promptly notify us if your financial situation, goals, objectives, or needs change.

You are under no obligation to act on our financial planning recommendations. Should you choose to act on any of our recommendations, you are not obligated to implement the financial plan through any of our other investment advisory services. Moreover, you may act on our recommendations by placing securities transactions with any brokerage firm.

Our fees for financial planning services may be a fixed fee ranging between \$500 and \$100,000 or a maximum hourly fee of \$250. Fees are negotiable based upon the complexity and scope of the plan, as well as your financial situation and objectives. An estimate of the total time/cost will be determined at the start of the advisory relationship. In limited circumstances, the time/cost could potentially exceed the initial estimate. In such cases, we will request that you approve the additional fees.

Typically, 50% of the estimated financial planning fees will be due in advance, with the remainder due upon presentation of the plan. However, other fee payment arrangements may be negotiated. For lengthy engagements, interim payments may be requested. Applicable fees, fee payment arrangements, and the terms of the engagement will be clearly in the financial planning agreement executed between our firm and you prior to services being rendered.

In limited circumstances, you may request advice on a single aspect regarding the management of your financial resources. In these cases, we offer financial plans in a targeted format and/or general consulting that address only those specific areas of interest or concern. For consulting services in which a financial plan is not created, the fee will typically be payable upon completion of the consulting session(s). An estimate of the total time/cost will be determined at the start of the advisory relationship. In the rare case where the cost/time exceeds the initial estimate, we will notify you in advance and request that you approve the additional fee.

We will not require prepayment of a fee more than six months in advance and in excess of \$500 under any circumstances.

You may terminate the financial planning agreement within five days after the date of acceptance without penalty. After the five-day period, either you or our firm may terminate the financial planning agreement by providing written notice to the other party. You will incur a pro rata charge for services rendered prior to the termination of the agreement. If you have pre-paid advisory fees that we have not yet earned, you will receive a prorated refund of those fees.

### **Asset Management Services**

We offer discretionary and, in limited cases, non-discretionary asset management services. Our investment advice is tailored to meet your needs and investment objectives. If you retain our firm for asset management services, we will meet with you to determine your investment objectives, risk tolerance, and other relevant information (the "suitability information") at the beginning of our advisory relationship. We will use the suitability information we gather to develop a strategy that enables us to give you continuous and focused investment advice and/or to make investments on your behalf. As part of our asset management services, we may customize an investment portfolio for you in accordance with your risk tolerance and investing objectives. Once we construct an investment portfolio for you, we will monitor your portfolio's performance on an ongoing basis, and will reallocate the portfolio as required by changes in market conditions and in your financial circumstances.

If you participate in our discretionary asset management services, we require you to grant our firm discretionary authority to manage your account. Discretionary authorization will allow our firm to determine the specific securities, and the amount of securities, to be purchased or sold for your account without your approval prior to each transaction. Discretionary authority is typically granted by the investment advisory agreement you sign with our firm, a power of attorney, or trading authorization forms. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased for your account) by providing our firm with your restrictions and guidelines in writing. If you enter into non-discretionary arrangements with our firm, we must obtain your approval prior to executing any transactions on behalf of your account.

Our fee for asset management services is based on a percentage of your assets we manage and is negotiable. Our maximum annual fee of 2.5%. Asset management fees are billed and payable quarterly in advance based on the value of your account on the last day of the previous quarter. If the asset management agreement is executed at any time other than the first day of a calendar quarter, our fees will apply on a pro rata basis, which means that the advisory fee is payable in proportion to the number of days in the quarter for which you are a client.

At our discretion, we may combine the account values of family members living in the same household to determine the applicable advisory fee. For example, we may combine account values for you and your minor children, joint accounts with your spouse, and other types of related accounts. Combining account values may increase the asset total, which may result in your paying a reduced advisory fee based on the available breakpoints in our fee schedule stated above.

We will deduct our fee directly from your account through the qualified custodian holding your funds and securities. We will deduct our advisory fee only when you have given our firm written authorization permitting the fees to be paid directly from your account. Further, the qualified custodian will deliver an account statement to you at least quarterly. These account statements will show all disbursements from your account. You should review all statements for accuracy. We will also receive a duplicate copy of your account statements. In limited circumstances, we will send you an invoice for the payment of our advisory fee. Fees will be payable as invoiced in such cases.

You may terminate the asset management agreement within five days from the date of acceptance without penalty. After the five-day period, either you or our firm may terminate the asset management agreement upon written notice to the other party. After the initial inception quarter, if assets are deposited to or withdrawn from an account after the inception of a quarter the Management Fee payable with respect to the assets will NOT be prorated based on the number of days remaining in the quarter.

We encourage you to reconcile any invoices you may receive from us with the statement(s) you receive from the qualified custodian. If you find any inconsistent information between our invoice and the statement, you receive from the qualified custodian please call our main office number located on the cover page of this brochure.

### **Selection of Other Advisers**

We may recommend that you utilize the services of a third party investment adviser ("TPA") to manage a portion of, or your entire portfolio. After gathering information about your financial situation and objectives, an Associated person of our firm will recommend a TPA or investment program based on, but not limited to, performance, methods of analysis and fees of the TPA, your financial needs, investment goals, risk tolerance, and investment objectives. We will periodically monitor the performance of the TPA(s) to ensure their performance and investment style remains aligned with your investment goals and objectives.

The TPA(s) will actively manage your portfolio and will assume investment discretionary and trading authority over the managed account. We will assume discretionary authority to hire and fire TPA(s) and/or reallocate your assets to other TPA(s) where such action is deemed to be in your best interest.

Any fees paid by you to a TPA are separate and distinct from the fees you pay us. TPA fees are established and payable in accordance with the Form ADV Part 2 or other equivalent disclosure document provided by each TPA to whom we may refer you, such fees may or may not be negotiable and may differ depending on the individual TPA selected. These disclosures will be set forth in the disclosure documents of relevant TPAs. Our fees are calculated and payable in accordance with the previously stated terms of our Asset Management Services. Alternatively, we may share in the advisory fees charged by the TPA. Such compensation may differ depending upon the individual agreement we have with each TPA. As such, our firm or our Associated Persons may have an incentive to recommend one TPA over another TPA with whom we have less favorable compensation arrangements or other advisory programs offered by TPAs with which we have no compensation arrangements.

If you are referred to a TPA you will receive full disclosure, including services rendered, account minimums, and fee schedules, at the time of the referral by delivery of a copy of the TPA's relevant Form ADV Part 2 or equivalent disclosure document. Additionally, if the investment program recommended to you is a wrap fee program, you will also receive the Appendix 1 or equivalent wrap fee brochure provided by the sponsor of the program. Our firm or the TPA will provide you all appropriate disclosure statements. You will be required to sign a management agreement with our firm and may be required to sign a management agreement directly with TPAs. Under such arrangements, you, our firm, or the relevant TPA may terminate the advisory relationship in accordance with the relevant advisory agreement. If the TPA is compensated in advance, you will typically receive a pro rata refund of any prepaid advisory fees upon termination of an advisory agreement.

### **Sub-advisory Services**

We offer sub-advisory services to unaffiliated third party investment advisers (the "Primary Investment Adviser"). As part of these services, we will manage assets delegated to our firm by the Primary Investment Adviser. While we are responsible for the overall management of the assets delegated to our firm, we will not communicate investment recommendations or selections directly to the Primary Investment Adviser's individual clients. Fees and payment arrangements are negotiable and will vary on a case-by-case basis.

### **Pension Consulting Services**

We offer pension consulting services to employee benefit plans and their fiduciaries based upon the needs of the plan and the services requested by the plan sponsor or named fiduciary. In general, these services may include an existing plan review and analysis, plan-level advice regarding fund selection and investment options, education services to plan participants, investment performance monitoring, and/or ongoing consulting. These pension consulting services will generally be non-discretionary and advisory in nature. The ultimate decision to act on behalf of the plan shall remain with the plan sponsor or other named fiduciary.

We may also assist with participant enrollment meetings and provide investment-related educational seminars to plan participants on such topics as:

- Diversification
- Asset allocation
- Risk tolerance
- Time horizon

Our educational seminars may include other investment-related topics specific to the particular plan.

Our pension consulting services fees are negotiated on a case-by-case basis with you. The amount of the fees will be negotiated based on the scope and complexity of the plan and the requested services. Typically, fees will be based upon an agreed upon percentage of the plan assets. The fees and terms will be clearly defined in the pension consulting services agreement.

We may also provide additional types of pension consulting services to plans on an individually negotiated basis. All services, whether discussed above or customized for the plan based upon requirements from the plan fiduciaries (which may include additional plan-level or participant-level services) shall be detailed in a written agreement and be consistent with the parameters set forth in the plan documents. Our advisory fees for these customized services will be negotiated with the plan sponsor or named fiduciary on a case-by-case basis.

Our firm does not actively solicit plan participants for additional services/fees. However, participants may engage our firm for on-going individual advisory services under a separate agreement. In such cases, the services, fees, and terms of the engagement will be negotiable on a case-by-case basis and will be clearly defined in the services agreement executed between our firm and the plan participant prior to services being rendered.

You may terminate the pension consulting agreement within five days of acceptance without penalty. After the five-day period, either party may terminate the agreement upon written notice to the other party. The pension consulting fees will be prorated for the quarter in which the termination notice is given and any unearned fees will be refunded to you.

### **Types of Investments**

We may advise you on any type of investment that we deem appropriate based on your stated goals and objectives. We may also provide advice on any type of investment held in your portfolio at the inception of our advisory relationship.

You may request that we refrain from investing in particular securities or certain types of securities. You must provide these restrictions to our firm in writing.

### **Assets Under Management**

As of January 12, 2012, we manage \$33,566,132 in client assets on a discretionary basis, and \$20,147,040 in client assets on a non-discretionary basis.

## **Item 5 Fees and Compensation**

Please refer to the "Advisory Business" section in this brochure for information on our advisory fees, fee deduction arrangements, and refund policy according to each service we offer.

### **Additional Fees and Expenses**

As part of our investment advisory services to you, we may invest, or recommend that you invest, in mutual funds and exchange traded funds. The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds or exchange traded funds (described in each fund's prospectus) to their shareholders. These fees will generally include a management fee and other fund expenses. You will also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the broker-dealer or custodian through whom your account transactions are executed. We do not share in any portion of the brokerage fees/transaction charges imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, you should review all the fees charged by mutual funds, exchange traded funds, our firm, and others. For information on our brokerage practices, please refer to the "Brokerage Practices" section of this brochure.

We may trade client accounts on margin. Each client must sign a separate margin agreement *before* margin is extended to that client account. Fees for advice and execution on these securities are based on the total asset value of the account, which includes the value of the securities purchased on margin. While a negative amount may show on a client's statement for the margined security as the result of a lower net market value, the amount of the fee is based on the absolute market value. This could create a conflict of interest where we may have an incentive to encourage the use of margin to create a higher market value and therefore receive a higher fee. The use of margin may also result in interest charges in addition to all other fees and expenses associated with the security involved.



### **Compensation for the Sale of Securities or Other Investment Products**

Persons providing investment advice on behalf of our firm may also be registered representatives with Purshe Kaplan Sterling Investments ("PKS"), an unaffiliated securities broker-dealer, and a member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation. In their capacity as registered representatives, these persons will receive commission-based compensation in connection with the purchase and sale of securities, including 12b-1 fees for the sale of investment company products. Compensation earned by these persons in their capacities as registered representatives is separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice on behalf of our firm who are registered representatives have an incentive to effect securities transactions for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase securities products through any person affiliated with our firm.

Persons providing investment advice on behalf of our firm may also be licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by these persons are separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice on behalf of our firm who are insurance agents have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

### **Item 6 Performance-Based Fees and Side-By-Side Management**

We do not accept performance-based fees or participate in side-by-side management. Side-by-side management refers to the practice of managing accounts that are charged performance-based fees while at the same time managing accounts that are not charged performance-based fees. Performance-based fees are fees that are based on a share of capital gains or capital appreciation of a client's account. Our fees are calculated as described in the "Advisory Business" section above, and are not charged on the basis of a share of capital gains upon, or capital appreciation of, the funds in your advisory account.

### **Item 7 Types of Clients**

We offer investment advisory services to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations, and other business entities.

In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size, which, in our sole opinion, is too small to effectively manage.

### **Item 8 Methods of Analysis, Investment Strategies and Risk of Loss**

#### **Our Methods of Analysis and Investment Strategies**

We may use one or more of the following methods of analysis or investment strategies when providing investment advice to you:

- Charting Analysis - involves the gathering and processing of price and volume information for a particular security. This price and volume information is analyzed using mathematical equations. The resulting data is then applied to graphing charts, which is used to predict future price movements based on price patterns and trends.
- Technical Analysis - involves studying past price patterns and trends in the financial markets to predict the direction of both the overall market and specific stocks. The risk of market timing based on technical analysis is that charts may not accurately predict future price movements. Current prices of securities may reflect all information known about the security and day-to-day changes in market prices of securities may follow random patterns and may not be predictable with any reliable degree of accuracy.
- Fundamental Analysis - involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.
- Cyclical Analysis - a type of technical analysis that involves evaluating recurring price patterns and trends. Economic/business cycles may not be predictable and may have many fluctuations between long-term expansions and contractions. The lengths of economic cycles may be difficult to predict with accuracy and therefore the risk of cyclical analysis is the difficulty in predicting economic trends and consequently the changing value of securities that would be affected by these changing trends.
- Long Term Purchases - securities purchased with the expectation that the value of those securities will grow over a relatively long period of time, generally greater than one year.
- Short Term Purchases - securities purchased with the expectation that they will be sold within a relatively short period of time, generally less than one year, to take advantage of the securities' short-term price fluctuations.
- Short Sales - securities transaction in which an investor sells securities he or she borrowed in anticipation of a price decline. The investor is then required to return an equal number of shares at some point in the future. A short seller will profit if the stock goes down in price, but if the price of the shares increase, the potential losses are unlimited.
- Margin Transactions - a securities transaction in which an investor borrows money to purchase a security, in which case the security serves as collateral on the loan. If the value of the shares drops sufficiently, the investor will be required to either deposit more cash into the account or sell a portion of the stock in order to maintain the margin requirements of the account. This is known as a "margin call." An investor's overall risk includes the amount of money invested plus the amount that was loaned to them.
- Option Writing - a securities transaction that involves selling an option. An option is the right, but not the obligation, to buy or sell a particular security at a specified price before the expiration date of the option. When an investor sells an option, he or she must deliver to the buyer a specified number of shares if the buyer exercises the option. The seller pays the buyer a premium (the market price of the option at a particular time) in exchange for writing the option. Options are complex investments and can be very risky, especially if the investor does not own the underlying stock. In certain situations, an investor's risk can be unlimited.

We may use short-term trading (in general, selling securities within 30 days of purchasing the same securities) as an investment strategy when managing your account(s). Short-term trading is not a fundamental part of our overall investment strategy, but we may use this strategy occasionally when

we determine that it is suitable given your stated investment objectives and tolerance for risk. Frequent trading can, in some cases, negatively affect investment performance, particularly through increased brokerage and other transactional costs and taxes.

Our investment strategies and advice may vary depending upon each client's specific financial situation. As such, we determine investments and allocations based upon your predefined objectives, risk tolerance, time horizon, financial horizon, financial information, liquidity needs, and other various suitability factors. Your restrictions and guidelines may affect the composition of your portfolio.

If we select a third party advisor (TPA) for you, we will not perform quantitative or qualitative analysis of individual securities. Instead, we will advise you on how to allocate your assets among various classes of securities through TPAs. We primarily rely on investment model portfolios and strategies developed by the TPAs and their portfolio managers. We may replace a TPA if there is a significant deviation in characteristics or performance from the stated strategy and/or benchmark.

Our strategies and investments may have unique and significant tax implications. However, unless we specifically agree otherwise, and in writing, tax efficiency is not our primary consideration in the management of your assets. Regardless of your account size or any other factors, we strongly recommend that you continuously consult with a tax professional prior to and throughout the investing of your assets.

Moreover, as a result of revised IRS regulations, custodians and broker-dealers will begin reporting the cost basis of equities acquired in client accounts on or after January 1, 2011. Your custodian will default to the FIFO (First-In First-Out) accounting method for calculating the cost basis of your investments. You are responsible for contacting your tax advisor to determine if this accounting method is the right choice for you. If your tax advisor believes another accounting method is more advantageous, please provide written notice to our firm immediately and we will alert your account custodian of your individually selected accounting method. Please note that decisions about cost basis accounting methods will need to be made before trades settle, as the cost basis method cannot be changed after settlement.

### **Risk of Loss**

Investing in securities involves risk of loss that you should be prepared to bear. We do not represent or guarantee that our services or methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to market corrections or declines. We cannot offer any guarantees or promises that your financial goals and objectives will be met. Past performance is in no way an indication of future performance.

### **Recommendation of Particular Types of Securities**

As disclosed under the "Advisory Business" section in this Brochure, we primarily recommend all types of securities and we do not necessarily recommend one particular type of security over another. Each type of security has its own unique set of risks associated with it and it would not be possible to list here all of the specific risks of every type of investment. Even within the same type of investment, risks can vary widely. However, in very general terms, the higher the anticipated return of an investment, the higher the risk of loss associated with it.

**Margin:** Buying on margin means borrowing money from a broker to purchase stock. Margin trading allows you to buy more stock than you would be able to normally. An initial investment of at least \$2,000 is required for a margin account, though some brokerages require more. This deposit is known as the minimum margin. Once the account is opened and operational, you can borrow up to 50% of the purchase price of a stock. This portion of the purchase price that you deposit is known as the initial margin. Some brokerages require you to deposit more than 50% of the purchase price. Not all stocks

qualify to be bought on margin. When you sell the stock in a margin account, the proceeds go to your broker against the repayment of the loan until it is fully paid. There is also a restriction called the maintenance margin, which is the minimum account balance you must maintain before your broker will force you to deposit more funds or sell stock to pay down your loan. When this happens, it is known as a margin call. If for any reason you do not meet a margin call, the brokerage has the right to sell your securities to increase your account equity until you are above the maintenance margin. Additionally, your broker may not be required to consult you before selling. Under most margin agreements, a firm can sell your securities without waiting for you to meet the margin call and you cannot control which stock is sold to cover the margin call. You also have to pay the interest on your loan. The interest charges are applied to your account unless you decide to make payments. Over time, your debt level increases as interest charges accrue against you. As debt increases, the interest charges increase, and so on. Therefore, buying on margin is mainly used for short-term investments. The longer you hold an investment, the greater the return that is needed to break even. In volatile markets, prices can fall very quickly. You can lose more money than you have invested.

**Options:** Options are complex securities that *involve risks and are not suitable for everyone. Option trading can be speculative in nature and carry substantial risk of loss. It is generally recommended that you only invest in options with risk capital.* An option is a contract that gives the buyer the right, but not the obligation, to buy or sell an underlying asset at a specific price on or before a certain date (the "expiration date"). The two types of options are calls and puts;

A call gives the holder the right to buy an asset at a certain price within a specific period of time. Calls are similar to having a long position on a stock. Buyers of calls hope that the stock will increase substantially before the option expires.

A put gives the holder the right to sell an asset at a certain price within a specific period of time. Puts are very similar to having a short position on a stock. Buyers of puts hope that the price of the stock will fall before the option expires.

Selling options is more complicated and can be even riskier.

**Short Sales:** Short selling (also known as shorting or going short) is the practice of selling assets, usually securities, that have been borrowed from a third party (usually a broker) with the intention of buying identical assets back at a later date to return to the lender. It is a form of reverse trading. Mathematically, it is equivalent to buying a "negative" amount of the assets. The short seller hopes to profit from a decline in the price of the assets between the sale and the repurchase, as the seller will pay less to buy the assets than the seller received on selling them. Conversely, the short seller will incur a loss if the price of the assets rises. Other costs of shorting may include a fee for borrowing the assets and payment of any dividends paid on the borrowed assets. "Shorting" and "going short" also refer to entering into any derivative or other contract under which the investor profits from a fall in the value of an asset.

## Item 9 Disciplinary Information

Our firm has been registered and providing investment advisory services since 2007. Neither our firm nor any of our Associated Persons has any reportable disciplinary information.

## Item 10 Other Financial Industry Activities and Affiliations

### **Registrations with Broker-Dealer**

Persons providing investment advice on behalf of our firm may be registered representatives with Purshe Kaplan Sterling Investments ("PKS"), an unaffiliated securities broker-dealer, and a member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation. These persons will earn commission-based compensation for selling securities products, including securities they sell to you. The commissions earned by these persons are separate from our advisory fees. Please see the "Fees and Compensation" section in this brochure for more information on the compensation received by registered representatives who are affiliated with our firm.

### **Licensed Insurance Agents**

Persons providing investment advice on behalf of our firm may be licensed as insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by these persons are separate from our advisory fees. Please see the "Fees and Compensation" section in this brochure for more information on the compensation received by insurance agents who are affiliated with our firm.

### **Arrangements with Affiliated Entities**

#### ***Business Consulting***

We also offer general Business Consulting Services. These services may include, but are not limited to, estate, business and tax planning, risk management, business planning, mergers and acquisition advice,, among others. When applicable, we may recommend these services to you. These services are offered on a stand-alone basis for a fee that is separate and distinct from the advisory services and fees. However, you are under no obligation to use our firm for these services.

#### ***Law Firm and Real Estate Broker***

Timothy O'Reilly, and James Batten are minority members of our firm and share in the profits. However, their participation is limited to partial minority membership. They do not provide advisory services, solicit advisory clients, or participate in the day-to-day activities of our firm. Our firm's clients are not solicited, or obligated, to use any of the non-investment related professional services of our firm's associated persons.

#### ***Accounting Firm***

We are affiliated with Pinnacle Consulting CPA's, LLC (Pinnacle Consulting) through common control and ownership. Pinnacle Consulting offers general accounting, tax preparation, tax planning, and general business consulting services. Services and fees for these services are separate and distinct from advisory services and fees charged by our firm. When applicable, we may recommend these services to you, however, you are under no obligation to use our firm for these services.

#### ***Pinnacle Private Equity Fund I***

We are affiliated with Pinnacle Private Equity Fund I, LLC (Fund I) and its General Partner, Pinnacle Management Services, LLC (Pinnacle Management Services) through common control and ownership. Fund I is a pooled investment vehicle that invests in private funds (a "hedge fund"). You may be offered investments in Fund I, where suitable, but are not obligated to participate. Please refer to the offering documents of Fund I for detailed disclosures.

The referral arrangements we have with some of our affiliated entities present a conflict of interest because we may have a financial incentive to recommend our affiliates' services. You are under no obligation to use our affiliates' services and may obtain comparable services and/or lower fees through other firms.

**Recommendation of Other Advisers**

We may recommend that you use a third party adviser ("TPA") based on your needs and suitability. We will receive compensation from the TPA for recommending that you use their services. These compensation arrangements present a conflict of interest because we have a financial incentive to recommend the services of the third party adviser. You are not obligated, contractually or otherwise, to use the services of any TPA we recommend.

**Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading****Description of Our Code of Ethics**

We strive to comply with applicable laws and regulations governing our practices. Therefore, our Code of Ethics includes guidelines for professional standards of conduct for our Associated Persons. Our goal is to protect your interests at all times and to demonstrate our commitment to our fiduciary duties of honesty, good faith, and fair dealing with you. All of our Associated Persons are expected to adhere strictly to these guidelines. Persons associated with our firm are also required to report any violations of our Code of Ethics. Additionally, we maintain and enforce written policies reasonably designed to prevent the misuse or dissemination of material, non-public information about you or your account holdings by persons associated with our firm.

Clients or prospective clients may obtain a copy of our Code of Ethics by contacting us at the telephone number on the cover page of this brochure.

**Participation or Interest in Client Transactions**

Neither our firm nor any of our Associated Persons has any material financial interest in client transactions beyond the provision of investment advisory services as disclosed in this brochure.

We are affiliated with Pinnacle Private Equity Fund I, LLC (Fund I) and its General Partner, Pinnacle Management Services, LLC (Pinnacle Management Services) through common control and ownership. Fund 1 is a private pooled investment vehicle in which you may be solicited to invest. Persons associated with our firm may have significant investments in the fund. If you are an investor in the fund, please refer to the fund's offering documents for detailed disclosures regarding the fund. Additionally, individuals associated with our firm may buy or sell - for their personal account(s) - investment products identical to those purchased by the fund. This practice may create a conflict of interest because we have the ability to trade ahead of the fund and potentially receive more favorable prices than the fund will receive. To eliminate this conflict of interest, it is our policy that neither our associated persons nor we shall have priority over the fund in the purchase or sale of securities.

**Personal Trading Practices**

Our firm or persons associated with our firm may buy or sell the same securities that we recommend to you or securities in which you are already invested. A conflict of interest exists in such cases because we have the ability to trade ahead of you and potentially receive more favorable prices than you will receive. To eliminate this conflict of interest, it is our policy that neither our associated persons nor we shall have priority over your account in the purchase or sale of securities.



## Item 12 Brokerage Practices

Our firm primarily recommends the brokerage services of Fidelity Investments, an unaffiliated securities broker-dealer. (See the "Directed Brokerage" section below for more information.) However, in certain instances, our firm may recommend the brokerage and custodial services of other independent and unaffiliated registered broker/dealer, such as Interactive Brokers or Raymond James & Associates, Inc. ("RJA"), among others.

While you are free to choose any broker-dealer or other service provider, we recommend that you establish an account with a brokerage firm with which we have an existing relationship. Such relationships may include benefits provided to our firm, including but not limited to, research, market information, and administrative services that help our firm manage your account(s). We believe that recommended broker-dealers provide quality execution services for our clients at competitive prices. Price is not the sole factor we consider in evaluating best execution. We also consider the quality of the brokerage services provided by recommended broker-dealers, including the value of research provided, the firm's reputation, execution capabilities, commission rates, and responsiveness to our clients and our firm.

The research, other products or services are not provided to us in connection with specific client securities transactions and are not considered to be paid for with so-called "soft dollar" credits. However, the research, other products or services received benefit us because we do not pay for those benefits. Such benefits are provided free of charge to us and other registered investment adviser's utilizing the custodial and brokerage services offered by recommended broker-dealers. The products and services we receive from RJA will generally be used in servicing all of our clients' accounts and will not depend on your choice of a particular broker-dealer or other third-party service provider. In recognition of the value of research services and additional brokerage products and services recommended broker-dealers provide, you may pay higher commissions and/or trading costs than those that may be available elsewhere. Therefore, you should be aware that the receipt of economic benefits by our firm is a perceived conflict of interest as we may have an economic incentive to recommend a broker-dealer based on our interest in receiving research or other products or services, rather than based solely on your interest in receiving most favorable execution costs.

### Directed Brokerage

We routinely recommend that you direct our firm to execute transactions through Fidelity Investments. As such, we may be unable to achieve the most favorable execution of your transactions and you may pay higher brokerage commissions than you might otherwise pay through another broker-dealer that offers the same types of services. Not all advisers require their clients to direct brokerage.

Some clients may instruct our firm to use one or more particular brokers for the transactions in their accounts. If you choose to direct our firm to use a particular broker, you should understand that this might prevent our firm from aggregating trades with other client accounts or from effectively negotiating brokerage commissions on your behalf. This practice may also prevent our firm from obtaining favorable net price and execution. Thus, when directing brokerage business, you should consider whether the commission expenses, execution, clearance, and settlement capabilities that you will obtain through your broker are adequately favorable in comparison to those that we would otherwise obtain for you.

### Research and Other Benefits

Research products and services our firm may receive from brokers or custodians, may include financial publications, information about particular companies and industries, research software, the ability to have advisory fees deducted directly from our clients' account, and other products or services that provide lawful and appropriate assistance in our firm's investment decision-making responsibilities.

Such research products and services are provided to all investment advisers utilizing these firms, and are not considered to be paid for with soft dollars. Moreover, the benefits received by our firm, or its related persons, do not depend on the amount of brokerage transactions directed to these firms.

### **Brokerage for Client Referrals**

We do not receive client referrals from broker-dealers in exchange for cash or other compensation, such as brokerage services or research.

### **Block Trades**

We combine multiple orders for shares of the same securities purchased for discretionary accounts we manage (this practice is commonly referred to as "block trading"). We will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportionate to the size of the account, but it is not based on account performance or the amount or structure of management fees. Subject to our discretion regarding factual and market conditions, when we combine orders, each participating account pays an average price per share for all transactions and pays a proportionate share of all transaction costs. Accounts owned by our firm or persons associated with our firm may participate in block trading with your accounts; however, they will not be given preferential treatment.

We do not combine orders for non-discretionary accounts. Accordingly, non-discretionary accounts may pay different costs than discretionary accounts pay. If you enter into non-discretionary arrangements with our firm, we may not be able to buy and sell the same quantities of securities for you and you may pay higher commissions, fees, and/or transaction costs than clients who enter into discretionary arrangements with our firm.

## **Item 13 Review of Accounts**

Paul Carroll, Chief Compliance Officer of Pinnacle Family Advisors will supervise the overall review process. The Associated Person responsible for your account will monitor the account on a continuous basis and will conduct account reviews on a quarterly basis. Triggering factors that may stimulate additional reviews of your account include, but are not limited to, contributions and withdrawals, year-end tax planning, market moving events, security specific events and a change in your risk/return objective. You will receive statements directly from account custodians. If available, such information may be accessed electronically.

## **Item 14 Client Referrals and Other Compensation**

Please refer to the "Brokerage Practices" section above for disclosures on research and other benefits we may receive resulting from our relationship with broker-dealers or custodians.

As disclosed under the "Fees and Compensation" section in this brochure, persons providing investment advice on behalf of our firm may be independent licensed insurance agents and/or registered representatives with PKS. For information on the conflicts of interest this presents, and how we address these conflicts, please refer to the "Fees and Compensation" section.

We may directly compensate non-employee (outside) individuals and/or entities (Solicitors) for client referrals. In order to receive a cash referral fee from our firm, Solicitors must comply with the requirements of the jurisdictions in which they operate. If you were referred to our firm by a Solicitor, you should have received a copy of this brochure along with the Solicitor's disclosure statement at the time of the referral. If you become a client, the Solicitor that referred you to our firm will receive a percentage of the advisory fee you pay our firm for as long as you are a client with our firm, or until such time as our agreement with the Solicitor expires or a one-time, flat referral fee upon your signing



an advisory agreement with our firm. You will not pay additional fees because of this referral arrangement. Referral fees paid to a Solicitor are contingent upon your entering into an advisory agreement with our firm. Therefore, a Solicitor has a financial incentive to recommend our firm to you for advisory services. This creates a conflict of interest; however, you are not obligated to retain our firm for advisory services. Comparable services and/or lower fees may be available through other firms.

Solicitors that refer business to more than one investment adviser may have a financial incentive to recommend advisers with more favorable compensation arrangements. We recommend that you request Solicitors to disclose to you whether multiple referral relationships exist and whether comparable services may be available from other advisers for lower fees and/or where the Solicitor's compensation is less favorable.

## **Item 15 Custody**

As paying agent for our firm, your independent custodian will directly debit your account(s) for the payment of our advisory fees. This ability to deduct our advisory fees from your accounts causes our firm to exercise limited custody over your funds or securities. We do not have physical custody of any of your funds and/or securities. Your funds and securities will be held with a bank, broker-dealer, or other independent, qualified custodian. You will receive account statements from the independent, qualified custodian(s) holding your funds and securities at least quarterly. The account statements from your custodian (s) will indicate the amount of our advisory fees deducted from your account(s) each billing period. You should carefully review account statements for accuracy.

You should compare any statements you may receive from us with the statements from your account custodian(s) to reconcile the information reflected on each statement. If you have a question regarding your account statement or if you did not receive a statement from your custodian, please contact us directly at the telephone number on the cover page of this brochure.

## **Item 16 Investment Discretion**

Before we can buy or sell securities on your behalf, you must first sign our discretionary management agreement and/or trading authorization forms.

You may grant our firm discretion over the selection and amount of securities to be purchased or sold for your account(s) without obtaining your consent or approval prior to each transaction. You may specify investment objectives, guidelines, and/or impose certain conditions or investment parameters for your account(s). For example, you may specify that the investment in any particular stock or industry should not exceed specified percentages of the value of the portfolio and/or restrictions or prohibitions of transactions in the securities of a specific industry or security. Please refer to the "Advisory Business" section in this brochure for more information on our discretionary management services.

If you enter into non-discretionary arrangements with our firm, we will obtain your approval prior to the execution of any transactions for your account(s). You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

## Item 17 Voting Client Securities

### Proxy Voting

In the event you wish to direct our firm on voting a particular proxy, you should contact Paul Carroll, Chief Compliance Officer, at (417) 886-6590 with your instruction.

Conflicts of interest between you and our firm, or a principal of our firm, regarding certain proxy issues could arise. If we determine that a material conflict of interest exists, we will take the necessary steps to resolve the conflict before voting the proxies. For example, we may disclose the existence and nature of the conflict to you, and seek direction from you as to how to vote on a particular issue; we may abstain from voting, particularly if there are conflicting interests for you (for example, where your account(s) hold different securities in a competitive merger situation); or, we will take other necessary steps designed to ensure that a decision to vote is in your best interest and was not the product of the conflict.

We keep certain records required by applicable law in connection with our proxy voting activities. You may obtain information on how we voted proxies and/or obtain a full copy of our proxy voting policies and procedures by making a written or oral request to our firm.

## Item 18 Financial Information

We are not required to provide financial information to our clients because we do not:

- require the prepayment of more than \$500 in fees and six or more months in advance, or
- take custody of client funds or securities, or
- have a financial condition that is reasonably likely to impair our ability to meet our commitments to you.

## Item 19 Requirements for State Registered Advisers

Please refer to the Form ADV Part 2B brochure supplements for background information about management personnel and those giving advice on behalf of our firm.

Neither our firm, nor any persons associated with our firm are compensated for advisory services with performance-based fees. Please refer to the "Performance-Based Fees and Side-By-Side Management" section above for additional information on this topic.

Neither our firm, nor any of our management persons have any reportable arbitration claims, civil, self-regulatory organization proceedings or administrative proceedings.

Neither our firm, nor any of our management persons have a material relationship or arrangement with any issuer of securities.

## Item 20 Additional Information

### Your Privacy

We view protecting your private information as a top priority. Pursuant to applicable privacy requirements, we have instituted policies and procedures to ensure that we keep your personal information private and secure.

We do not disclose any nonpublic personal information about you to any nonaffiliated third parties, except as permitted by law. In the course of servicing your account, we may share some information with our service providers, such as transfer agents, custodians, broker-dealers, accountants, consultants, and attorneys.

We restrict internal access to nonpublic personal information about you to employees, who need that information in order to provide products or services to you. We maintain physical and procedural safeguards that comply with regulatory standards to guard your nonpublic personal information and to ensure our integrity and confidentiality. We will not sell information about you or your accounts to anyone. We do not share your information unless it is required to process a transaction, at your request, or required by law.

You will receive a copy of our privacy notice prior to or at the time you sign an advisory agreement with our firm. Thereafter, we will deliver a copy of the current privacy policy notice to you on an annual basis. Please contact our main office at the telephone number on the cover page of this brochure if you have any questions regarding this policy.

### **Trade Errors**

In the event a trading error occurs in your account, our policy is to restore your account to the position it should have been in had the trading error not occurred. Depending on the circumstances, corrective actions may include canceling the trade, adjusting an allocation, and/or reimbursing the account. If a trade error results in a profit, the trade error will be corrected in the trade error account of the executing broker-dealer and you will not keep the profit.

### **Class Action Lawsuits**

We do not determine if securities held by you are the subject of a class action lawsuit or whether you are eligible to participate in class action settlements or litigation nor do we initiate or participate in litigation to recover damages on your behalf for injuries as a result of actions, misconduct, or negligence by issuers of securities held by you.

**Ronald Sean McCurry**  
CRD# 2873002

**Pinnacle Family Advisors, LLC**

3010 E. Battlefield Street, Suite A  
Springfield, Missouri 65804-4018

Telephone: 417-886-6590

April 24, 2012

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Ronald McCurry that supplements the Pinnacle Family Advisors brochure. You should have received a copy of that brochure. Please contact Paul Carroll, Chief Compliance Officer at the phone number above if you did not receive Pinnacle Family Advisors, LLC's' brochure or if you have any questions about the contents of this supplement.

Additional information about Ronald McCurry is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Educational Background and Business Experience

### Ronald McCurry

*Year of Birth:* 1966

*Formal Education after High School:*

- John Brown University, Bachelor of Arts, Psychology, Business Minor, 1989

*Business Background for the Previous Five Years:*

- Pinnacle Family Advisors LLC, Managing Member/President, 10/2007 - Present
- Pinnacle Consulting CPA's, LLC, Member, 11/2009 - Present
- Pinnacle Management Services, LLC, Member, 08/2009 - Present
- Pinnacle Private Equity Fund I, LLC, Member, 08/2009 - Present
- Lumley McCurry Builders, LLC, Owner, 09/2005 - Present
- Purshe Kaplan Sterling Investments, Registered Representative, 01/2009 - 03/2010
- Raymond James Financial Services, Inc., Branch Manager/Registered Representative, 01/1999 - 12/2007

## Item 3 Disciplinary Information

Mr. McCurry does not have any reportable disciplinary disclosure.

## Item 4 Other Business Activities

Mr. McCurry provides general Business Consulting Services through our firm. These services may include, but are not limited to, estate, business and tax planning, risk management, business planning, mergers and acquisition advice, among others. When applicable, he may recommend these services to you and receive fee-based compensation. These services are offered on a stand-alone basis for a fee that is separate and distinct from the advisory services and fees. However, you are under no obligation to use our firm for these services.

Mr. McCurry is a Member of Pinnacle Consulting CPA's, LLC, an affiliated firm through common control and ownership. Pinnacle Consulting offers general accounting, tax preparation, tax planning, and general business consulting services. Services and fees for these services are separate and distinct from advisory services and fees charged by our firm. When applicable, he may recommend these services to you and receive fee-based compensation; however, you are under no obligation to use our firm for these services.

Mr. McCurry is a Member of the Pinnacle Private Equity Fund I, LLC (Fund I) and a member of its General Partner, Pinnacle Management Services, LLC (Pinnacle Management Services). Both are entities affiliated with our firm through common control and ownership. Fund I is a pooled investment vehicle that invests in private funds (a "hedge fund"). You may be offered investments in Fund I, where suitable, but are not obligated to participate. Please refer to the offering documents of Fund I for detailed disclosures. Mr. McCurry has a financial interest in both entities which presents a conflict of interest because he may have a financial incentive to recommend Fund I. However, you are under no obligation to invest in the fund.

Mr. McCurry is also the owner of Lumley McCurry Builders, LLC, and 1 Hair Place, which do not consume a notable amount of his professional time and do not create conflicts of interest to his provision of advisory services through our firm.

Mr. McCurry spends the majority of his professional time providing investment advisory services and performing his duties and Managing Member and President of our firm.

## **Item 5 Additional Compensation**

Please refer to the "Other Business Activities" section above for disclosures on Mr. McCurry's receipt of additional compensation as a result of his other business activities.

Also, please refer to the "Fees and Compensation" section of our firm's brochure for additional disclosures on this topic.

## **Item 6 Supervision**

Paul Carroll is the Chief Compliance Officer of Pinnacle Family Advisors, LLC and as such is responsible for supervising the activities of our firm and our Associated persons. He can be reached at 417-886-6590.

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

Mr. McCurry does not have any reportable arbitration claims. He has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and he has not been the subject of a bankruptcy petition.

**Charles Thomas Kohout**  
**CRD# 5445411**

**Pinnacle Family Advisors, LLC**

**3010 E. Battlefield Street, Suite A**  
**Springfield, Missouri 65804-4018**

**Telephone: 417-886-6590**

April 24, 2012

**FORM ADV PART 2B**  
**BROCHURE SUPPLEMENT**

This brochure supplement provides information about Charles Kohout that supplements the Pinnacle Family Advisors brochure. You should have received a copy of that brochure. Please contact Paul Carroll, Chief Compliance Officer at the phone number above if you did not receive Pinnacle Family Advisors, LLC's' brochure or if you have any questions about the contents of this supplement.

Additional information about Charles Kohout is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Educational Background and Business Experience

### Charles Kohout

*Year of Birth:* 1964

*Formal Education after High School:*

- Missouri State University, Masters in Business Administration, 1992.
- Missouri State University, Bachelor of Science, Business, 1986.

*Business Background for the Previous Five Years:*

- Pinnacle Family Advisors LLC, Investment Adviser Representative, 02/2011 - Present
- Pinnacle Family Advisors LLC, Member, 10/2007 - Present
- Pinnacle Consulting CPA's, LLC, Member, 11/2009 - Present
- Pinnacle Management Services, LLC, Member, 08/2009 - Present
- Pinnacle Private Equity Fund I, LLC, Member, 08/2009 - Present
- Kohout Ventures, President/Owner, 02/2000 - Present

## Item 3 Disciplinary Information

Mr. Kohout does not have any reportable disciplinary disclosure.

## Item 4 Other Business Activities

Mr. Kohout provides general Business Consulting Services through our firm. These services may include, but are not limited to, estate, business and tax planning, risk management, business planning, mergers and acquisition advice, among others. When applicable, he may recommend these services to you and receive fee-based compensation. These services are offered on a stand-alone basis for a fee that is separate and distinct from the advisory services and fees. However, you are under no obligation to use our firm for these services.

Mr. Kohout is a Member of Pinnacle Consulting CPA's, LLC, an affiliated firm through common control and ownership. Pinnacle Consulting offers general accounting, tax preparation, tax planning, and general business consulting services. Services and fees for these services are separate and distinct from advisory services and fees charged by our firm. When applicable, he may recommend these services to you and receive fee-based compensation; however, you are under no obligation to use our firm for these services.

Mr. Kohout is a Member of the Pinnacle Private Equity Fund I, LLC (Fund I) and a member of its General Partner, Pinnacle Management Services, LLC (Pinnacle Management Services). Both are entities affiliated with our firm through common control and ownership. Fund I is a pooled investment vehicle that invests in private funds (a "hedge fund"). You may be offered investments in Fund I, where suitable, but are not obligated to participate. Please refer to the offering documents of Fund I for detailed disclosures. Mr. Kohout has a financial interest in both entities which presents a conflict of interest because he may have a financial incentive to recommend Fund I. However, you are under no obligation to invest in the fund.

Mr. Kohout is also the president and owner of Kohout Ventures which does not consume a notable amount of his professional time and does not create conflicts of interest to his provision of advisory services through our firm.



Mr. Kohout spends the majority of his professional time providing investment advisory services and performing his duties as Member and an Investment Adviser Representative of our firm.

### **Item 5 Additional Compensation**

Please refer to the "Other Business Activities" section above for disclosures on Mr. Kohout's receipt of additional compensation as a result of his other business activities.

Also, please refer to the "Fees and Compensation" section of our firm's brochure for additional disclosures on this topic.

### **Item 6 Supervision**

Paul Carroll is the Chief Compliance Officer of Pinnacle Family Advisors, LLC and as such is responsible for supervising the activities of our firm and our Associated persons. He can be reached at 417-886-6590.

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

Mr. Kohout does not have any reportable arbitration claims. He has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and he has not been the subject of a bankruptcy petition.

**Paul Thomas Carroll**  
CRD# 2229563

**Pinnacle Family Advisors, LLC**

**3010 E. Battlefield Street, Suite A  
Springfield, Missouri 65804-4018**

**Telephone: 417-886-6590**

**April 24, 2012**

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**This brochure supplement provides information about Paul Carroll that supplements the Pinnacle Family Advisors brochure. You should have received a copy of that brochure. Please contact Paul Carroll, Chief Compliance Officer at the phone number above if you did not receive Pinnacle Family Advisors' brochure or if you have any questions about the contents of this supplement.**

**Additional information about Paul Carroll is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Item 2 Educational Background and Business Experience

### Paul Carroll

*Year of Birth:* 1966

*Formal Education after High School:*

- Missouri State University, Bachelor of Science, Accounting, 1991

*Business Background for the Previous Five Years:*

- Pinnacle Family Advisors LLC, Chief Investment Officer/Chief Compliance Officer, 11/2008 - Present
- Purshe Kaplan Sterling Investments, Registered Representative, 01/2009 - Present
- Raymond James Financial Services, Inc., Registered Representative, 12/2005 - 01/2009
- Wachovia Securities, LLC, Registered Representative, 04/2000- 12/2005

## Item 3 Disciplinary Information

Mr. Carroll does not have any reportable disciplinary disclosure.

## Item 4 Other Business Activities

Mr. Carroll provides general Business Consulting Services through our firm. These services may include, but are not limited to, estate, business and tax planning, risk management, business planning, mergers and acquisition advice, among others. When applicable, he may recommend these services to you and receive fee-based compensation. These services are offered on a stand-alone basis for a fee that is separate and distinct from the advisory services and fees. However, you are under no obligation to use our firm for these services.

Mr. Carroll is a registered representative with Purshe Kaplan Sterling Investments ("PKS"), an unaffiliated securities broker-dealer, and a member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation. In this capacity, Mr. Carroll may recommend securities or insurance products offered by PKS as part of your investment portfolio. If clients purchase these products through Mr. Carroll, he will receive the customary commissions in his separate capacity as registered representatives of PKS. Additionally, Mr. Carroll could be eligible to receive incentive awards such as PKS may offer. He may also receive 12b-1 fees from mutual funds that pay such fees. The receipt of additional compensation may give Mr. Carroll an incentive to recommend investment products based on the compensation received, rather than on your investment needs.

He is also a licensed insurance agent and earns commission-based compensation for selling insurance products, including insurance products he sells to you. Insurance commissions Mr. Carroll earns are separate from our firm's advisory fees. You are under no obligation to purchase insurance products through Mr. Carroll.

Mr. Carroll spends the majority of his professional time providing investment advisory services and performing his duties and Chief Investment Officer and Chief Compliance Officer of our firm.

## Item 5 Additional Compensation

Please refer to the "Other Business Activities" section above for disclosures on Mr. Carroll's receipt of additional compensation as a result of his other business activities.

Please refer to the "Fees and Compensation" section and the "Client Referrals and Other Compensation" section of our firm's brochure for additional disclosures on this topic.

## **Item 6 Supervision**

Paul Carroll is the Chief Compliance Officer of Pinnacle Family Advisors, LLC and as such is responsible for supervising the activities of our firm and our Associated persons. He can be reached at 417-886-6590.

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

Mr. Carroll does not have any reportable arbitration claims. He has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and he has not been the subject of a bankruptcy petition.

**Brian Charles McCracken**  
CRD# 4570232

**Pinnacle Family Advisors, LLC**

**3010 E. Battlefield Street, Suite A  
Springfield, Missouri 65804-4018**

**Telephone: 417-886-6590**

April 24, 2012

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**This brochure supplement provides information about Brian McCracken that supplements the Pinnacle Family Advisors brochure.. You should have received a copy of that brochure.. Please contact Paul Carroll, Chief Compliance Officer at the phone number above if you did not receive Pinnacle Family Advisors' brochure or if you have any questions about the contents of this supplement.**

**Additional information about Brian McCracken is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Item 2 Educational Background and Business Experience

### Brian McCracken

*Year of Birth:* 1975

*Formal Education after High School:*

- Drury College, Bachelor of Arts, Accounting, 1998

*Business Background for the Previous Five Years:*

- Pinnacle Family Advisors LLC, Portfolio Manager, Investment Adviser Representative, 01/2010 - Present
- Purshe Kaplan Sterling Investments, Registered Representative, 01/2010 - Present
- Morgan Stanley Smith Barney, Financial Advisor, 06/2009 - 01/2010
- Morgan Stanley & Co., Incorporated, Financial Advisor, 04/2007 - 01/2010
- Morgan Stanley DW Inc., Financial Advisor 09/2006 - 04/2007
- Merrill Lynch, Pierce, Fenner & Smith Inc., Financial Advisor, 07/2002 - 09/2006

## Item 3 Disciplinary Information

Mr. McCracken does not have any reportable disciplinary disclosure.

## Item 4 Other Business Activities

Mr. McCracken provides general Business Consulting Services through our firm. These services may include, but are not limited to, estate, business and tax planning, risk management, business planning, mergers and acquisition advice,, among others. When applicable, he may recommend these services to you and receive fee-based compensation. These services are offered on a stand-alone basis for a fee that is separate and distinct from the advisory services and fees. However, you are under no obligation to use our firm for these services.

Mr. McCracken is a registered representative with Purshe Kaplan Sterling Investments ("PKS"), an unaffiliated securities broker-dealer, and a member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation.. In this capacity, Mr. McCracken may recommend securities or insurance products offered by PKS as part of your investment portfolio.. If clients purchase these products through Mr. McCracken, he will receive the customary commissions in his separate capacity as registered representatives of PKS.. Additionally, Mr. McCracken could be eligible to receive incentive awards such as PKS may offer.. He may also receive 12b-1 fees from mutual funds that pay such fees.. The receipt of additional compensation may give Mr. McCracken an incentive to recommend investment products based on the compensation received, rather than on your investment needs.

He is also a licensed insurance agent and earns commission-based compensation for selling insurance products, including insurance products he sells to you. Insurance commissions Mr. McCracken earns are separate from our firm's advisory fees. You are under no obligation to purchase insurance products through Mr. McCracken.

Mr. McCracken spends the majority of his professional time acting in the capacity as Portfolio Manager and Investment Adviser Representative of our firm.

## **Item 5 Additional Compensation**

Please refer to the "Other Business Activities" section above for disclosures on Mr. McCracken's receipt of additional compensation as a result of his other business activities.

Also, please refer to the "Fees and Compensation" section of our firm's brochure for additional disclosures on this topic.

## **Item 6 Supervision**

Paul Carroll is the Chief Compliance Officer of Pinnacle Family Advisors, LLC and as such is responsible for supervising the activities of our firm and our Associated persons. He can be reached at 417-886-6590.

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

Mr. McCracken does not have any reportable arbitration claims. He has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and he has not been the subject of a bankruptcy petition.

**Steven Strobel**

**CRD# 4526466**

**Pinnacle Family Advisors, LLC**

**3010 E. Battlefield Street, Suite A  
Springfield, Missouri 65804-4018**

**Telephone: 417-886-6590**

**April 24, 2012**

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**This brochure supplement provides information about Steven Strobel that supplements the Pinnacle Family Advisors brochure. You should have received a copy of that brochure. Please contact Paul Carroll, Chief Compliance Officer at the phone number above if you did not receive Pinnacle Family Advisors' brochure or if you have any questions about the contents of this supplement.**

**Additional information about Steven Strobel is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**



## Item 2 Educational Background and Business Experience

### Steven Strobel

*Year of Birth:* 1974

*Formal Education after High School:*

- Missouri State University, Bachelor of Science, Accounting, 1996

*Business Background for the Previous Five Years:*

- Pinnacle Family Advisors LLC, Investment Adviser Representative, 03/2009 - Present
- Pinnacle Consulting CPA's, LLC, Member, 11/2009 - Present
- Purshe Kaplan Sterling Investments, Registered Representative, 03 /2009 - 03/2010
- Jackson & Jackson CPAs, Employee, 07/2004 - 01/2009
- NFP Securities Inc., Registered Representative, 06/2004 - 01/2009

## Item 3 Disciplinary Information

Mr. Strobel does not have any reportable disciplinary disclosure.

## Item 4 Other Business Activities

Mr. Strobel provides general Business Consulting Services through our firm. These services may include, but are not limited to, estate, business and tax planning, risk management, business planning, mergers and acquisition advice,, among others. When applicable, he may recommend these services to you and receive fee-based compensation. These services are offered on a stand-alone basis for a fee that is separate and distinct from the advisory services and fees. However, you are under no obligation to use our firm for these services.

He is a licensed insurance agent and earns commission-based compensation for selling insurance products, including insurance products he sells to you. Insurance commissions Mr. Strobel earns are separate from our firm's advisory fees. You are under no obligation to purchase insurance products through Mr. Strobel.

Mr. Strobel is a Member of Pinnacle Consulting CPA's, LLC, an affiliated firm through common control and ownership. Pinnacle Consulting offers general accounting, tax preparation, tax planning, and general business consulting services. Services and fees for these services are separate and distinct from advisory services and fees charged by our firm. When applicable, he may recommend these services to you and receive fee-based compensation; however, you are under no obligation to use our firm for these services.

## Item 5 Additional Compensation

Please refer to the "Other Business Activities" section above for disclosures on Mr. Strobel's receipt of additional compensation as a result of his other business activities.

Also, please refer to the "Fees and Compensation" section of our firm's brochure for additional disclosures on this topic.

## **Item 6 Supervision**

Paul Carroll is the Chief Compliance Officer of Pinnacle Family Advisors, LLC and as such is responsible for supervising the activities of our firm and our Associated persons. He can be reached at 417-886-6590.

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

Mr. Strobel does not have any reportable arbitration claims. He has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and he has not been the subject of a bankruptcy petition.

**Janet S. Hudson, CPA**  
**CRD# 6043584**

**Pinnacle Family Advisors, LLC**

**3010 E. Battlefield Street, Suite A**  
**Springfield, Missouri 65804-4018**

**Telephone: 417-886-6590**

**April 24, 2012**

**FORM ADV PART 2B**  
**BROCHURE SUPPLEMENT**

**This brochure supplement provides information about Janet S. Hudson that supplements the Pinnacle Family Advisors brochure. You should have received a copy of that brochure. Please contact Paul Carroll, Chief Compliance Officer at the phone number above if you did not receive Pinnacle Family Advisors' brochure or if you have any questions about the contents of this supplement.**

**Additional information about Janet S. Hudson is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

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

**Janet S. Hudson, CPA**

*Year of Birth:* 1959

*Formal Education after High School:*

- Missouri State University, BS, Accounting, 1981

*Business Background for the Previous Five Years:*

- Pinnacle Family Advisors LLC, Senior Relationship Manager, 09/2011 - Present
- City Utilities of Springfield Missouri, Director Treasury, 04-1980 - 07/2011

## **Item 3 Disciplinary Information**

Janet S. Hudson does not have, nor has she ever had, any disciplinary disclosure.

## **Item 4 Other Business Activities**

Janet S. Hudson is not actively engaged in any other business or occupation (investment-related or otherwise) beyond her capacity as Senior Relationship Manager of Pinnacle Family Advisors LLC. Moreover, Ms. Hudson does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

## **Item 5 Additional Compensation**

Ms. Hudson does not receive any additional compensation for providing advisory services beyond that received as a result of her capacity as Senior Relationship Manager of Pinnacle Family Advisors LLC.

## **Item 6 Supervision**

Paul Carroll is the Chief Compliance Officer of Pinnacle Family Advisors, LLC and as such is responsible for supervising the activities of our firm and our Associated persons. He can be reached at 417-886-6590.

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

Ms. Hudson does not have any reportable arbitration claims. She has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and she has not been the subject of a bankruptcy petition.