

This brochure supplement provides information about Dewey Malone Moore, Jr. that supplements the Cherry Investment Advisors, Ltd. brochure. You should have received a copy of that brochure. Please contact Dewey Malone Moore, Jr., IAR if you did not receive the Cherry Investment Advisors, Ltd. brochure or if you have any questions about the contents of this supplement.

Additional information about Dewey Malone Moore, Jr. is also available on the SEC's website at www.adviserinfo.sec.gov.



Cherry Investment Advisors, Ltd.
Form ADV Part 2B – Individual Disclosure Brochure for

Dewey Malone Moore, Jr.
Investment Adviser Representative

Cherry Investment Advisors, Ltd.
13455 Noel Road
Dallas, Texas, 75240
(972) 450-6000
rusty.moore@cherryfp.com

Item 2: Educational Background and Business Experience

Name: Dewey Malone Moore, Jr.

Born: 1949

Education Background and Professional Designations

Education:

BBA Business, Southern Methodist University – 1971

Business Background:

2008 – Present CEO Cherry Investment Advisors, Ltd.

2008 – 2008 Owner FINCAS Group, LLC

2006 – 2008 President Puritan Financial Group, Inc.

2006 – 2006 Self – Employed Independent Insurance Agent

1991 – 2006 CEO Rushmore Financial Group, Inc.

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Dewey Malone Moore, Jr. is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Other than standard compensation, annual bonuses, regular bonuses, Dewey Malone Moore, Jr. does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Cherry Investment Advisors, Ltd.

Item 6: Supervision

As a representative of Cherry Investment Advisors, Ltd., Dewey Malone Moore, Jr. works closely with his supervisor, the President and or Chief Compliance Officer of Cherry Investment Advisors, Ltd. to receive regular training on appropriate advice and recommendations provided to clients. Dewey Malone Moore, Jr. contact information is on the cover page of this disclosure document.