

Navitas Investment Advisory Services, LLC

574 Highland Colony Parkway, Suite 120

Ridgeland, MS 39157

601-991-2830

Form ADV Part 2B – Brochure Supplement

For

George Hester

Chairman and Chief Executive Officer

Dated March 3, 2014

This brochure supplement provides information about George Hester that supplements the Navitas Investment Advisory Services, LLC (NIAS) brochure. A copy of that brochure precedes this supplement. Please contact Mr. Hester if the NIAS brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about George Hester is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

George Hester

Born: 1949

Educational Background

- 1971 – B.S. Agriculture, Mississippi State University

Business Experience

- 02/2014 – Present, Navitas Investment Advisory Services, LLC, Chairman and CEO
- 05/2000 – Present, Navitas Wealth Advisors, Inc., Chairman and CEO
- 04/2010 – Present, Coker and Palmer, Inc. – Registered Representative
- 03/1976 – Present, The Hester Group, PA, Manager
- 03/2009 – 12/2009, American Securities, Inc. – Registered Representatives
- 04/2000 – 01/2009, e-Planning Securities Inc., Registered Representative
- 01/1976 – 01/2001, Hester Advisory Group, President
- 08/1998 – 04/2000, NFP Securities, Registered Representative

Item 3: Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Item 4: Other Business Activities

Mr. Hester currently serves as Chairman and CEO of Navitas Wealth Advisors, Inc., which engages in all forms of comprehensive planning, including, but not limited to estate and wealth transfer planning, family coaching, and personal development, philanthropic and legacy planning, business succession and strategy planning, as well as insurance planning. Mr. Hester spends approximately 50% of his time in this role.

Mr. Hester is licensed to sell insurance products and has relationships with such carriers as John Hancock, ING, Met Life, Lincoln National, Lincoln Benefit Life, American General, Pacific Life, Hartford, and others. As a result of such sales activity, there is a potential conflict of interest.

Mr. Hester are registered representatives of Coker & Palmer, a FINRA registered broker/dealer (CRD Number 29163). As a result of this affiliation, he accepts compensation for the sale of insurance, securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds. 1. This practice presents a conflict of interest and gives us an incentive to recommend investment products based on the compensation received, rather than on a client's needs. This creates a conflict of interest. The firm will recommend no-load mutual funds in certain circumstances 2. Clients have the option to purchase investment products that we recommend through other brokers or agents that are not affiliated with us. 3. The firm charges firm fees Mr. Hester may receive commission income as a result of product sales. Firm fees are not off-set by commission income.

George Hester is involved in farming activities.

Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, Mr. Hester does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Beyond Your Hammock.

Item 6: Supervision

Steven R. Rutledge, as Chief Compliance Officer of NIAS, is responsible for supervising Mr. Hester's advisory activity. He may be contacted at the phone number on this brochure supplement.

Item 7: Requirements for State Registered Advisers

1. Mr. Hester has NOT been involved in any of the events listed below.
 - a. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - i. An investment or an investment-related business or activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or

- v. Dishonest, unfair, or unethical practices.
 - b. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - i. An investment or an investment-related business or activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair, or unethical practices.
2. Mr. Hester has NOT been the subject of a bankruptcy petition at any time.