



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

**David A. Simon, MBA, CLU, CFP®**  
**CRD #2453158**  
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*This brochure supplement provides information about David A. Simon 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 David A. Simon is available on the SEC's website at [www.adviserinfo.sec.gov](http://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:**

David A. Simon (born 1972)

**EDUCATION:**

**Darden Graduate School of Business at The University of Virginia**

*Masters in Business Administration (MBA), 2003*

**College of Financial Planning**

*Certified Financial Planner (CFP®)*

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **American College**

*Chartered Life Underwriter (CLU)*

The Chartered Life Underwriter® (CLU®) is the world's most respected designation of insurance expertise. This prestigious course of study helps provide in-depth knowledge on the insurance needs of individuals, business owners and professional clients.

### **Arizona State University**

*B.S. in Marketing, 1993*

#### Business Experience:

<b>SRS Capital Advisors, Inc.</b> <i>Managing Director</i>	01/2012 to Present
<b>SimonDavis Asset Management, Inc.</b> <i>President &amp; Principal</i>	01/2003 to 12/2011
<b>SimonDavis Inc.</b> <i>Chairman and CEO</i>	01/2003 to Present
<b>US Allianz Securities, Inc.</b> <i>Registered Representative</i>	07/2003 to 01/2005
<b>AXA Advisors, LLC</b> <i>Investment Advisory Representative</i>	01/1994 to 05/2003
<b>Morgan Stanley</b> <i>Private Wealth Management</i>	06/2002 to 08/2002

#### Item 3. Disciplinary Information:

None

**Item 4. Other Business Activities:**

In an effort to be able to better provide and implement comprehensive financial planning services, David A. Simon is licensed with multiple insurance companies and sells life insurance, disability insurance, long-term care insurance and annuity products. In summary, David may utilize virtually any tool or product necessary to provide objective and comprehensive financial planning. Most of these "other products" entitle David to compensation that is separate from fees received for investment advisory fees and financial planning fees.

David A. Simon, President and Principal of SimonDavis Asset Management, Inc. spends approximately 30% of his time managing SimonDavis, Inc. an insurance wholesale brokerage agency. Mr. Simon is CEO and owns 100% of SimonDavis, Inc. SimonDavis, Inc. provides SimonDavis Asset Management, Inc. advisors, and other financial professionals, access to a wide array of life, annuity, long term care, and disability insurance products. Mr. Simon receives annual compensation and bonuses from SimonDavis, Inc.

David A. Simon is licensed to sell insurance in Colorado, California, Florida, Georgia, Massachusetts, Montana, Nevada, New York, North Dakota, Pennsylvania, Tennessee, Virginia, and Wyoming.

**Item 5. Additional Compensation:**

None

**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) 633-5900; or, via email at: [dsimon@srscap.com](mailto:dsimon@srscap.com)