



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

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

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

Michael P. Riordan (born 1974)

**EDUCATION:**

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

**University of Virginia**  
*B.S. in Economics, 1996*

**Business Experience:**

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

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

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

**Item 3. Disciplinary Information:**

None

**Item 4. Other Business Activities:**

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

**Item 5. Additional Compensation:**

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).