



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

Patrick C. South, CFA
CRD #4585431
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This brochure supplement provides information about Patrick C. South 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 Patrick C. South is available on the SEC's website at 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:

Patrick C. South (born 1973)

EDUCATION:

Darden Graduate School of Business at The University of Virginia

Masters in Business Administration (MBA), 2002

CFA Institute

Chartered Financial Analyst (CFA)

Information about the CFA designation: The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals.

There are currently more than 90,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders—often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

To learn more about the CFA charter, visit www.cfainstitute.org.

Cornell University

B.A. – American Studies, 1996

Business Experience:

SRS Capital Advisors, Inc. 01/2012 to Present

Managing Director

Hirtle, Callaghan & Co. 03/2004 to 08/2011

Vice President

Lehman Brothers 08/2002 to 02/2004

Associate

U. S. Steel Corporation 08/1996 to 04/2000

Outside Sales Representative

Item 3. Disciplinary Information:

None

Item 4. Other Business Activities:

Though Patrick South 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.