



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

**Jeffrey W. Apps**  
**CRD #4327629**  
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*This brochure supplement provides information about Jeffrey W. Apps 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 Jeffrey W. Apps 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:**

Jeffrey W. Apps (born 1964)

**EDUCATION:**

**University of Wisconsin - Madison**

*B.A. in Letters & Science in 1986*

**Business Experience:**

**SRS Capital Advisors, Inc.**

03/2012 to Present

*Vice President, Private Client Services*

**SimonDavis Asset Management, Inc.**

06/2011 to 02/2012

*Vice President, Private Client Services*

**Alpine Trust & Asset Management**

01/2008 to 06/2011

*Vice President*

**AXA Advisors, LLC**

04/2003 to 03/2008

*Vice President*

**AXA Advisors, LLC**

01/2001 to 04/2003

*Registered Representative*

**Vail Resorts Corporation**

09/1997 to 05/2000

*Managing Director, Sales and Marketing*

**Hyatt Hotels – Beaver Creek**

09/1991 to 09/1997

*Associate Director, Sales & Sales Manager*

**Holiday Inn Chateau Vail**

01/1989 to 09/1991

*Sales Manager*

**Item 3. Disciplinary Information:**

No disciplinary information. In 2003, Mr. Apps was involved in a dispute with a former landlord that resulted in a misdemeanor. Everything was absolved and the incident was not investment or client related.

**Item 4. Other Business Activities:**

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

Jeffrey is licensed to sell insurance in Colorado.

President of the Board of Directors for *Vail Valley Cares*. Mr. Apps receives no compensation for this service.

**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)