

INVESTORS ADVISORY GROUP, LLC

FORM ADV – SCHEDULE 2B SET

March 21, 2017

Investors Advisory Group, LLC
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SCHEDULE 2B - BROCHURE SUPPLEMENT

Anne C. Fahser

March 21, 2017

INVESTORS ADVISORY GROUP, LLC
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This Brochure Supplement provides information about Anne C. Fahser that supplements the Investors Advisory Group, LLC (“IAG”) brochure. You should have received a copy of that brochure. Please contact us at 262-446-8150 if you did not receive IAG's brochure or if you have any questions about the contents of this supplement.

Additional information about Anne C. Fahser is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Anne Fahser was born in 1979. She graduated from Carroll College with a BA in Elementary Education in 2001. From 2001 to 2004, she taught special needs children at Orchard Lane in New Berlin. From 2004 to 2007, she worked at FNBC Wisconsin as a business broker. Anne joined IAG in 2007 as a client service associate. She became an Investment Adviser Representative in 2009, and has also been a Registered Representative for LPL Financial since March 2009.

She also earned the designation of CRPC in August 2013. The CRPC designation is awarded after completion of a program that focuses on the pre- and post-retirement needs of individuals. The College for Financial Planning[®] awards the CHARTERED RETIREMENT PLANNING COUNSELORSM AND CRPC[®] designation to students who:

- successfully complete the program;
- pass the final examination; and
- comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.

Every two years individuals must renew their right to continue using the CRPC[®] designation by:

- completing 16 hours of continuing education;
- reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and
- paying a biennial renewal fee.

She has successfully passed the FINRA Series 7 General Securities Representative Exam and NASAA Series 66 Uniform Combined State Law exam.

Item 3 - Disciplinary Information

She does not have any disciplinary information to disclose. She has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

She is registered as a securities representative for LPL Financial LLC. She is not actively engaged in any other investment related business activities.

Item 5 - Additional Compensation

She receives commission for the sale of certain securities products, she does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

She is supervised by Susan Kuhlenbeck, IAG's Chief Compliance Officer. Her contact information can be found on the cover page of this supplemental brochure.

Ms. Kuhlenbeck and other individuals as she designates, regularly review the accounts for which Anne provides investment advisory services to monitor for suitability of recommendations and compliance with regulatory and internal procedures.

SCHEDULE 2B - BROCHURE SUPPLEMENT

Jayme Heineck

March 21, 2017

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This Brochure Supplement provides information about Jayme Heineck that supplements the Investors Advisory Group, LLC (“IAG”) brochure. You should have received a copy of that brochure. Please contact us at 262-446-8150 if you did not receive IAG's brochure or if you have any questions about the contents of this supplement.

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

Item 2 - Educational Background and Business Experience

Jayne Heineck was born in 1977. She graduated from Waukesha County Technical College in 2013 with an Associate Degree in Financial Planning. From 2003 to 2014, she worked at The Legend of Bristlecone as a lead server. Jayne joined IAG in 2013 as a client service associate. She became an Investment Adviser Representative in 2016, and has also been a Registered Representative for LPL Financial since March 2015.

She has successfully passed the FINRA Series 7 General Securities Representative Exam and NASAA Series 66 Uniform Combined State Law Exam.

Item 3 - Disciplinary Information

She does not have any disciplinary information to disclose. She has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

She is registered as a securities representative with LPL Financial, LLC. She is not actively engaged in any other investment related business activities.

Item 5 - Additional Compensation

She receives commission for the sale of certain securities products, she does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

She is supervised by Susan Kuhlenbeck, IAG's Chief Compliance Officer. Her contact information can be found on the cover page of this supplemental brochure.

Ms. Kuhlenbeck and other individuals as she designates, regularly review the accounts for which Jayne provides investment advisory services to monitor for suitability of recommendations and compliance with regulatory and internal procedures.

SCHEDULE 2B - BROCHURE SUPPLEMENT

Scott D. Heins, CFP®

March 21, 2017

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This Brochure Supplement provides information about Scott D. Heins that supplements the Investors Advisory Group, LLC (“IAG”) brochure. You should have received a copy of that brochure. Please contact us at 262-446-8150 if you did not receive IAG's brochure or if you have any questions about the contents of this supplement.

Additional information about Scott D. Heins is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Scott Heins was born in 1971. He received a BA in History and Secondary Education in 1994 from Wisconsin Lutheran College. From 1995 to 1999 he worked as a Legislative Director in the U.S. House of Representatives. Since March 1999, he has worked for IAG in a variety of roles. He became an Investment Adviser Representative for IAG in 2000. He received his Certified Financial Planner™ designation in 2005. He was also a Registered Representative for Raymond James Financial Services, Inc. from 2000 to 2009, and since then has been a Registered Representative for LPL Financial.

He has successfully passed the FINRA Series 7 General Securities Representative Exam, Series 30 Branch Managers Exam - Futures, Series 31 Futures Managed Funds Exam and the NASAA Series 66 Uniform Combined State Law Exam.

The CFP® certification is granted by Certified Financial Planners Board of Standards, Inc.. The certification is voluntary; 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 it's 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 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.

Individual 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 interest 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.

Item 3 - Disciplinary Information

He does not have any disciplinary information to disclose. He has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

He is registered with LPL Financial, LLC as a securities representative. He is not actively engaged in any other investment related business activities.

Item 5 - Additional Compensation

He receives commission for the sale of certain securities products, he does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

He is supervised by Susan Kuhlenbeck, IAG's Chief Compliance Officer. Her contact information can be found on the cover page of this supplemental brochure.

Ms. Kuhlenbeck and other individuals as she designates, regularly review the accounts for which Scott provides investment advisory services to monitor for suitability of recommendations and compliance with regulatory and internal procedures.

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SCHEDULE 2B - BROCHURE SUPPLEMENT

Susan C. Kuhlenbeck

March 21, 2017

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This Brochure Supplement provides information about Susan C. Kuhlenbeck that supplements the Investors Advisory Group, LLC (“IAG”) brochure. You should have received a copy of that brochure. Please contact us at 262-446-8150 if you did not receive IAG's brochure or if you have any questions about the contents of this supplement.

Additional information about Susan C. Kuhlenbeck is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Susan Kuhlenbeck was born in 1949. She attended Prospect Hall, majoring in the area of business administration. She worked in the legal profession from 1976 to 1987. She has been associated with IAG since 1987 as an Investment Adviser Representative. She was also a Registered Representative with Raymond James Financial Services from February 1996 to March 2009, and since then has been a Registered Representative with LPL Financial.

She has successfully passed the FINRA Series 7 General Securities Representative Exam, Series 24 General Securities Principal Exam, Series 31 Futures Managed Funds Exam, Series 51 Municipal Fund Securities Principal Exam, NASAA Series 63 Uniform Securities Agent State Law exam and the Series 65 Uniform Investment Adviser Law exam.

Item 3 - Disciplinary Information

She does not have any disciplinary information to disclose. She has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

She is registered with LPL Financial, LLC as a securities representative. She is not actively engaged in any other investment related business activities.

Item 5 - Additional Compensation

She receives commission for the sale of certain securities products, she does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

Susan is the Chief Compliance Officer for IAG and is responsible for her own supervision as well as that of all IAG investment adviser representatives. Her contact information can be found on the cover page of this supplemental brochure.

SCHEDULE 2B - BROCHURE SUPPLEMENT

Michael L. Kutz

March 21, 2017

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This Brochure Supplement provides information about Michael L. Kutz that supplements the Investors Advisory Group, LLC (“IAG”) brochure. You should have received a copy of that brochure. Please contact us at 262-446-8150 if you did not receive IAG's brochure or if you have any questions about the contents of this supplement.

Additional information about Michael L. Kutz is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Michael Kutz was born in 1964. He graduated from Penn State in 1988 with a degree in Dairy Science. From there he worked as a consultant in the dairy industry, starting on the East Coast before moving back to the Midwest in 1991. He worked in advertising for four years before joining the financial services industry in 2004 as a Financial Representative for Northwestern Mutual Financial Network. In June of 2010 he made the decision to become an independent agent and Registered Investment Adviser Representative with Peterson and Tracey Financial, LLC. In January of 2011, Peterson and Tracey Financial, LLC joined IAG, where Mr. Kutz continues his work as an Investment Adviser Representative and as a Registered Representative with LPL Financial.

He also earned the designation of CRPC in August 2013. The CRPC designation is awarded after completion of a program that focuses on the pre- and post-retirement needs of individuals. The College for Financial Planning® awards the CHARTERED RETIREMENT PLANNING COUNSELORSM AND CRPC® designation to students who:

- successfully complete the program;
- pass the final examination; and
- comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.

Every two years individuals must renew their right to continue using the CRPC® designation by:

- completing 16 hours of continuing education;
- reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and
- paying a biennial renewal fee.

He has successfully passed the FINRA Series 6 Investment Company Products/Variable Contracts Limited Representative Exam, NASAA Series 63 Uniform Securities Agent State Law Exam and the Series 65 Uniform Investment Adviser Law Exam.

Item 3 - Disciplinary Information

He does not have any disciplinary information to disclose. He has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

He is registered with LPL Financial, LLC as a securities representative. He is not actively engaged in any other investment related business activities.

Item 5 - Additional Compensation

He receives commission for the sale of certain securities products, he does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

He is supervised by Susan Kuhlenbeck, IAG's Chief Compliance Officer. Her contact information can be found on the cover page of this supplemental brochure.

Ms. Kuhlenbeck and other individuals as she designates, regularly review the accounts for which Michael provides investment advisory services to monitor for suitability of recommendations and compliance with regulatory and internal procedures.

SCHEDULE 2B - BROCHURE SUPPLEMENT

Debra B. Melvin

March 21, 2017

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This Brochure Supplement provides information about Debra B. Melvin that supplements the Investors Advisory Group, LLC (“IAG”) brochure. You should have received a copy of that brochure. Please contact us at 262-446-8150 if you did not receive IAG's brochure or if you have any questions about the contents of this supplement.

Additional information about Debra B. Melvin is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Debra Melvin was born in 1981. She graduated from the University of Wisconsin-Madison with a Bachelor of Science. She also earned a Master of Business Administration from Marquette University in Milwaukee, Wisconsin. She worked for Citigroup Global Markets, Inc. then Morgan Stanley Smith Barney from 2003 until 2011 starting as a Sales Associate and working up to Financial Advisor. From 2011 to 2014 she was Vice President-Investments with Cedar Creek Securities, Inc. She joined LPL Financial as a registered representative and IAG as an investment adviser representative in 2014.

She has successfully passed the FINRA Series 7 General Securities Representative Exam, NASAA Series 63 Uniform Securities Agent State Law Exam and the Series 65 Uniform Investment Adviser Law Exam.

Item 3 - Disciplinary Information

She does not have any disciplinary information to disclose. She has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

She is registered with LPL Financial, LLC as a securities representative. She is not actively engaged in any other investment related business activities.

Item 5 - Additional Compensation

She receives commission for the sale of certain securities products, she does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

She is supervised by Susan Kuhlenbeck, IAG's Chief Compliance Officer. Her contact information can be found on the cover page of this supplemental brochure.

Ms. Kuhlenbeck and other individuals as she designates, regularly review the accounts for which Debra provides investment advisory services to monitor for suitability of recommendations and compliance with regulatory and internal procedures.

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SCHEDULE 2B - BROCHURE SUPPLEMENT

Christopher W. Mitchell, CFP®

March 21, 2017

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This Brochure Supplement provides information about Christopher W. Mitchell that supplements the Investors Advisory Group, LLC (“IAG”) brochure. You should have received a copy of that brochure. Please contact us at 262-446-8150 if you did not receive IAG's brochure or if you have any questions about the contents of this supplement.

Additional information about Christopher W. Mitchell is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Christopher Mitchell was born in 1977. He attended Taylor University from 1996 to 2000 where he majored in Business Systems and minored in Economics and received a Bachelor of Science degree in Business in 2000. From 2000 to 2001, he was a Registered Representative with Charles Schwab & Co. From 2001 to 2002, he was a Program Coordinator for Chia-yi International Christian Fellowship. He was also a native speaking teacher for the Hess Educational Organization. From 2003 to 2005, he was a Registered Representative for John Ellison Advisory Group. Since June 2005, he has been an Investment Adviser Representative for Investors Advisory Group, LLC. He was a Registered Representative for FSC Securities from 2003-2005, Raymond James Financial Services, Inc. From 2006 to March 2009, and since then has been a securities Registered Representative for LPL Financial.

He has successfully passed the FINRA Series 7 General Securities Representative Exam, NASAA Series 63 Uniform Securities Agent State Law Exam and the Series 66 Uniform Combined State Law Exam.

The CFP® certification is granted by Certified Financial Planners Board of Standards, Inc.. The certification is voluntary; 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 it's 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 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.

Individual 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 interest 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.

Item 3 - Disciplinary Information

He does not have any disciplinary information to disclose. He has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

He is registered with LPL Financial, LLC as a securities representative. He is not actively engaged in any other investment related business activities.

Item 5 - Additional Compensation

He receives commission for the sale of certain securities products, he does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

He is supervised by Susan Kuhlenbeck, IAG's Chief Compliance Officer. Her contact information can be found on the cover page of this supplemental brochure.

Ms. Kuhlenbeck and other individuals as she designates, regularly review the accounts for which Christopher provides investment advisory services to monitor for suitability of recommendations and compliance with regulatory and internal procedures.

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SCHEDULE 2B - BROCHURE SUPPLEMENT

William E. Otto

March 21, 2017

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Phone (262) 446-8150 Fax (262) 446-8135

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This Brochure Supplement provides information about William E. Otto that supplements the Investors Advisory Group, LLC (“IAG”) brochure. You should have received a copy of that brochure. Please contact us at 262-446-8150 if you did not receive IAG's brochure or if you have any questions about the contents of this supplement.

Additional information about William E. Otto is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

William Otto was born in 1955. He received an Executive MBA from the University of Wisconsin in Milwaukee in 1987. He also received a Bachelor of Arts Degree in Economics and Political Science from Ripon College in Ripon, Wisconsin in 1978. From 1997 to July 2000, he was a Division Manager for Bank One, Wisconsin. From August 2000 through July 2001, he was a Private Banker III for Meridian Capital Bank, N.A. From July 2001 to December 2001, he was on Sabbatical. He joined IAG as an Investment Adviser Representative in January 2002. He was a Registered Representative for Raymond James Financial Services, Inc. from December 2001 to March 2009, and since then has been a securities Registered Representative for LPL Financial.

He has successfully passed the FINRA Series 6 Investment Company Products/Variable Contracts Limited Representative Exam, Series 7 General Securities Representative Exam, NASAA Series 63 Uniform Securities Agent State Law Exam and the Series 66 Uniform Combined State Law Exam.

Item 3 - Disciplinary Information

He does not have any disciplinary information to disclose. He has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

He is registered with LPL Financial, LLC as a securities representative. He is not actively engaged in any other investment related business activities.

Item 5 - Additional Compensation

He receives commission for the sale of certain securities products, he does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

He is supervised by Susan Kuhlenbeck, IAG's Chief Compliance Officer. Her contact information can be found on the cover page of this supplemental brochure.

Ms. Kuhlenbeck and other individuals as she designates, regularly review the accounts for which William provides investment advisory services to monitor for suitability of recommendations and compliance with regulatory and internal procedures.

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SCHEDULE 2B - BROCHURE SUPPLEMENT

Russell J. Peterson

March 21, 2017

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This Brochure Supplement provides information about Russell J. Peterson that supplements the Investors Advisory Group, LLC (“IAG”) brochure. You should have received a copy of that brochure. Please contact us at 262-446-8150 if you did not receive IAG's brochure or if you have any questions about the contents of this supplement.

Additional information about Russell J. Peterson (CRD No. 2171172) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Russell Peterson was born in 1968. He received a Bachelor of Arts degree from Southwestern University in Georgetown, TX, with a Major in Business and a Minor in Mathematics in 1990. Russell worked at Cigna Financial Advisors in Chicago, IL from 1990 to 1993. From 1993 to 2008 he worked for Lincoln Financial Advisors as a financial consultant. Russell then began working in 2008 as a financial consultant and partner with Paramount financial Strategies, LLC/AXA Advisors, LLC. He joined Investors Advisory Group, LLC as an Investment Adviser Representatives in March of 2012 and LPL Financial as a registered representative in March 2013.

Russell earned his ChFC®, Chartered Financial Consultant designation from American College in 1993, his CLU, Chartered Life Underwriter designation from the American College in 1996, and his CRPC®, Chartered Retirement Planning Counselor designation from the College of Financial Planning in 2010. He has also successfully passed the FINRA Series 7 General Securities Representative Exam and Series 66 Uniform Combined Law Exam. In addition, he holds his Life and Health insurance sales certification in Wisconsin, Illinois, Arizona, California, and Texas.

The ChFC® designation is granted by The American College after successfully completing the program which requires the candidate to complete 7 required courses including Financial Planning: Process and Environment, Fundamentals of Insurance Planning, Income Taxation, Planning for Retirement Needs, Investments, Fundamentals of Estate Planning and Financial Planning Applications; 2 elective courses; complete three years of full-time business experience; agree to comply with The American College Code of Ethics and Procedures; and complete on-going continuing education requirements.

The CLU or Chartered Life Underwriter® designation is granted by The American College to those individuals whom have completed a program and passed a 100 questions examination covering the application of life and health insurance in filling needs for survivor income, estate planning, business continuation and employee benefits. The individual must also meet experience and ethical standards and achieve continuing education requirements.

The CRPC designation is awarded after completion of a program that focuses on the pre- and post-retirement needs of individuals. The College for Financial Planning® awards the CHARTERED RETIREMENT PLANNING COUNSELORSM AND CRPC® designation to students who:

- successfully complete the program;
- pass the final examination; and
- comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.

Every two years individuals must renew their right to continue using the CRPC® designation by:

- completing 16 hours of continuing education;

- reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and
- paying a biennial renewal fee.

Item 3 - Disciplinary Information

He does not have any disciplinary information to disclose. He has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

He is also licensed to insurance products through various insurance companies as well as being registered as a securities representative.

Item 5 - Additional Compensation

He may receive commissions for the sale of insurance products and securities products. He does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

He is supervised by Susan Kuhlenbeck, IAG's Chief Compliance Officer. Her contact information can be found on the cover page of this supplemental brochure.

Ms. Kuhlenbeck and other individuals as she designates, regularly review the accounts for which Russell provides investment advisory services to monitor for suitability of recommendations and compliance with regulatory and internal procedures.

Item 1 - Cover Page

SCHEDULE 2B - BROCHURE SUPPLEMENT

Thomas L. Peterson

March 21, 2017

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www.investorsadvisorygroup.com

This Brochure Supplement provides information about Thomas L. Peterson that supplements the Investors Advisory Group, LLC (“IAG”) brochure. You should have received a copy of that brochure. Please contact us at 262-446-8150 if you did not receive IAG's brochure or if you have any questions about the contents of this supplement.

Additional information about Thomas L. Peterson is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Thomas Peterson was born in 1970. He attended University of Wisconsin-Eau Claire where he received a Bachelor of Business Administration with a major in Accounting in 1995. From 1995--1998, he was an Accounting Supervisor with Northern Computers, Inc. From 1998-2002 he worked for Quad Graphics in Accounting and Treasury. In 2002 he joined Peterson & Tracey Financial, LLC as an Investment Adviser Representative through Woodbury Financial Services. He became Partner at Peterson & Tracey, LLC in 2004. He joined IAG in January 2010 as an Investment Adviser Representative and is also a Registered Representative for LPL Financial.

He has successfully passed the FINRA Series 6 Investment Company Products/Variable Contracts Limited Representative Exam, Series 7 General Securities Representative Exam, NASAA Series 63 Uniform Securities Agent State Law Exam and the Series 65 Uniform Investment Adviser Law Exam.

Item 3 - Disciplinary Information

He does not have any disciplinary information to disclose. He has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

He is registered with LPL Financial, LLC as a securities representative. He is not actively engaged in any other investment related business activities.

Item 5 - Additional Compensation

He receives commission for the sale of certain securities products, he does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

He is supervised by Susan Kuhlenbeck, IAG's Chief Compliance Officer. Her contact information can be found on the cover page of this supplemental brochure.

Ms. Kuhlenbeck and other individuals as she designates, regularly review the accounts for which Tom provides investment advisory services to monitor for suitability of recommendations and compliance with regulatory and internal procedures.

Item 1 - Cover Page

SCHEDULE 2B - BROCHURE SUPPLEMENT

Jennifer VonRuden

March 21, 2017

INVESTORS ADVISORY GROUP, LLC
N19 W24200 Riverwood Drive, Suite 150
Waukesha, WI 53188

Phone (262) 446-8150 Fax (262) 446-8135

www.investorsadvisorygroup.com

This Brochure Supplement provides information about Jennifer VonRuden that supplements the Investors Advisory Group, LLC (“IAG”) brochure. You should have received a copy of that brochure. Please contact us at 262-446-8150 if you did not receive IAG's brochure or if you have any questions about the contents of this supplement.

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

Item 2 - Educational Background and Business Experience

Jennifer VonRuden was born in 1973. She graduated from University of Wisconsin-Whitewater in 1995 with a Bachelors of Business Administration in Finance. She worked at Strong Capital Distributors as a Client Development Specialist from 1995 to 1998. From 1998 to 2001, she joined the Mutual Fund Accounting department at Strong Capital Management and worked as a Senior Expense Analyst. Jennifer joined IAG in 2003 as a Financial Planning Assistant. She became an Investment Adviser Representative in 2014, and has also been a Registered Representative for LPL Financial since December 2014.

She has successfully passed the FINRA Series 6 Investment Company Products and Variable Contracts Products Representative Exam, FINRA Series 7 General Securities Representative Exam, Series 24 General Securities Principal Exam, NASAA Series 63 Uniform Securities Agent State Law Exam and NASAA Series 66 Uniform Combined State Law Exam.

Item 3 - Disciplinary Information

She does not have any disciplinary information to disclose. She has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

She is registered as a securities representative with LPL Financial, LLC. She is not actively engaged in any other investment related business activities.

Item 5 - Additional Compensation

She does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

She is supervised by Susan Kuhlenbeck, IAG's Chief Compliance Officer. Her contact information can be found on the cover page of this supplemental brochure.

Ms. Kuhlenbeck and other individuals as she designates, regularly review the accounts for which Jennifer provides investment advisory services to monitor for suitability of recommendations and compliance with regulatory and internal procedures.

Item 1 - Cover Page

SCHEDULE 2B - BROCHURE SUPPLEMENT

Lori A. Watt, CFP®

March 21, 2017

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www.investorsadvisorygroup.com

This Brochure Supplement provides information about Lori A. Watt that supplements the Investors Advisory Group, LLC (“IAG”) brochure. You should have received a copy of that brochure. Please contact us at 262-446-8150 if you did not receive IAG's brochure or if you have any questions about the contents of this supplement.

Additional information about Lori A. Watt is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Lori Watt was born in 1957. She attended the University of Wisconsin and graduated from the College for Financial Planning in Denver, Colorado, receiving the designation Certified Financial Planner™ (CFP®) in 1984. Lori has been working in the area of finance since 1976 and has gained special expertise in the area of tax and estate planning. She was a securities Registered Representative with Raymond James Financial Services, Inc. from 1988 to March 2009. Since March 2009, she has been a securities Registered Representative with LPL Financial, and an Investment Adviser Representative of IAG since 1986.

She has successfully passed the FINRA Series 7 General Securities Representative Exam, Series 24 General Securities Principal Exam, Series 31 Futures Managed Funds Exam and the NASAA Series 63 Uniform Securities Agent State Law Exam.

Item 3 - Disciplinary Information

She does not have any disciplinary information to disclose. She has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

She is registered with LPL Financial, LLC as a securities representative. She is not actively engaged in any other investment related business activities.

Item 5 - Additional Compensation

She receives commission for the sale of certain securities products, she does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

She is supervised by Susan Kuhlenbeck, IAG's Chief Compliance Officer. Her contact information can be found on the cover page of this supplemental brochure.

Ms. Kuhlenbeck and other individuals as she designates, regularly review the accounts for which Lori provides investment advisory services to monitor for suitability of recommendations and compliance with regulatory and internal procedures.