

CRD #5843776

Sarah Archer

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February 2017

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This Brochure Supplement provides information about Sarah Archer that supplements the Integrity Financial Corporation Brochure. You should have received a copy of that Brochure. Please contact Integrity Financial Corporation if you did not receive Integrity Financial Corporation's Brochure or if you have any questions about the contents of this supplement.

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

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Sarah Archer is the Chief Investment Officer at Integrity Financial. Born in 1986, obtained a BA in business finance with a certificate of international studies in business from the University of Washington. Sarah's experience includes a background in business finance and commercial banking where she provided financial products and services to companies with annual sales between \$20 and \$500 million. As the Chief Investment Officer, Sarah oversees all investment activities of the firm, including monitoring portfolio models, manager research, capital market model development, asset allocation implementation, and risk management. As an Investment Advisor, Sarah meets with clients and business owners to review current investment portfolios, provide holistic financial planning and implement tax diversification strategies.

DISCIPLINARY INFORMATION

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this item.

OTHER BUSINESS ACTIVITIES

All Investment Advisor Representatives associated with Integrity Financial Corporation are licensed to sell, for sales commissions, insurance products and are appointed with multiple Insurance Companies. Clients should be aware that a conflict exists between the interests of Integrity Financial Corporation and the interests of the client; and the client is under no obligation to act upon the recommendations of the Integrity Financial Corporation; and if the client elects to act upon any of the recommendations, the client is under no obligation to affect the insurance transactions through Integrity Financial Corporation. All material conflicts of interest are disclosed as in ADV Part 2 regarding the applicant, its representatives and any of its employees, which could reasonably impair the rendering of unbiased and objective advice.

ADDITIONAL COMPENSATION

As an independent, licensed insurance agent, compensation for the sale of insurance products are received in the form of commissions from multiple Insurance Companies.

SUPERVISION

Integrity Financial Corporation employs a knowledgeable advisory team trained in leadership principles. All advisors are members of Integrity Financial Corporation's Investment Committee. Weekly meetings also provide an opportunity for training as well as developing a unified approach to investment management and financial advice. Systematic quality controls permeate every aspect of the company. Client accounts and financial plans are reviewed regularly for consistent investment strategies and ongoing advice. In addition, an annual review of each advisor is conducted by Kristofer Gray, Principal, (800) 794-4015.



CRD #6296409

Daniel Blakey

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

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Daniel Blakey, born 1991, graduated Cum Laude from Pepperdine University with a degree in Business Administration and minor in History . He holds a Series 65 securities license and is insurance licensed in Washington State. Hailing from a family of bankers, Daniel possesses a noble trait for helping others create financial security through a sincere interest in the lives of his clients. He is eager to help minimize the stress of finances and to help individuals and businesses achieve their long-term financial goals through safe money strategies. Before joining IFC, Daniel interned at Seacoast Capital as a summer analyst, assisting with due diligence and financial modeling.

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CRD #5599348

Erik Bloomfeldt

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This Brochure Supplement provides information about Erik Bloomfeldt that supplements the Integrity Financial Corporation Brochure. You should have received a copy of that Brochure. Please contact Integrity Financial Corporation if you did not receive Integrity Financial Corporation's Brochure or if you have any questions about the contents of this supplement.

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

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Erik Bloomfeldt has always had a passion for finance. Born (1965) and raised in Longview, Washington, Erik attended Portland State University and graduated with a BS in Marketing and Economics. Entering into a career in insurance in 2003 with Insight Financial Strategies, Erik discovered joy in helping his clients turn financial confusion into invested peace. His dedication to providing the pinnacle in service to every client helped his career flourish over the next 12 years with Insight Financial. Through hard work and caring client interaction he naturally shifted primarily into Investment Advising. Erik's team spirit and desire to achieve the highest level of customer service brought him to Integrity Financial. Each client is unique in Erik's mind and he is excited to work with a company that takes pride in not only meeting the specific needs of every client's situation, but exceeding their expectations. Working with families to improve their financial security and bring them to a greater understanding of wholeness is one of Erik's leading career goals.

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Brandon Bush

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

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Brandon Bush, born in 1984, obtained a BS in Business Administration with a minor in Marketing (2007) and his MBA (2012) from California Lutheran University. He was previously a 401(k) Retirement Services Consultant with Paychex (2009-2013). He holds a Series 65 securities license and is insurance licensed in California. With a unique background in 401(k) plan design, Brandon brings a wealth of specialized experience to our business owner clients. From years of working with businesses of all shapes and sizes, Brandon is an expert at developing relevant retirement solutions that compliment his client's overall financial plan. He believes wholeheartedly in the importance of having an achievable financial plan with both short-term and long-term benchmarks. Brandon is passionate about seeing his clients reach their own unique goals and strives to help them through creating balanced financial plans.

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CRD #4538304

Deann Cross

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

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Deann N. Cross is Chief Operating Officer at Integrity Financial. Born in 1976, she attended Pacific Lutheran University, is an Accredited Investment Fiduciary and was previously an investment associate for seven years with Zevenbergen Capital Investments in Seattle, Washington. Deann has devoted over 17 years to the financial services industry, with experience in lending, investment management and financial planning. Since 2007, Deann has collaborated with Kristofer to create a firm known for its exceptional client service and unique culture. As IFC's Chief Operating Officer, Deann continues to build upon the firm's rich foundation and history by overseeing our multi-state operations, marketing, and business development efforts. To continue distinguishing Integrity Financial as a boutique firm, Deann focuses on strategies and solutions, develops and oversees our advisors' blueprint for success, and instills best practices in each team member. Through leading by example, Deann inspires each advisor to take a thoughtful, holistic approach to financial planning and wealth management.

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CRD #4705047

Kristofer Gray

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

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Kristofer Gray, born in 1977, is a wealth advisor and Principal of Integrity Financial Corporation, a boutique wealth management firm and small business advisor. As a Certified Financial Planner, Certified 401(k) Professional and a Chartered Retirement Plan Specialist, Kristofer helps business owners and trustees evaluate and make sound financial planning decisions on behalf of their business. He is a thought leader in the Multiple Employer Plan and Master Trust Arrangement offerings for groups and associations. As a graduate of the Institute for Preparing Heirs, Kristofer helps families navigate the impact of wealth on children, while developing the individual passion and purpose of the heirs. Kristofer earned both his Master's degree and Bachelor's degree from the University of Washington in Seattle. He has been appointed to serve on the Board of Directors for the Association of Washington Business and also serves on the board of Global Inter-Action, a non-profit organization dedicated to global leadership development. With over a decade of experience and a gift for teaching, Kristofer plays an instrumental role in GIA's efforts to prepare aspiring business leaders for success. Kristofer also writes and presents at conferences in the areas of leadership, economic development, and entrepreneurship.

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CRD #6375607

Lockwood Holmes, Jr.

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

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Lockwood Holmes, Jr. is the Chief Executive Officer of Integrity Financial. Born 1982, completed his undergraduate studies in Political Science at Furman University in 2005 and received his MBA from Pepperdine in 2012. Lockwood initially held a position focused on small business advising and asset management with real estate and construction management firm Poole Management Company (PMC) in Jacksonville, FL. Following graduate school, Lockwood directed mergers and acquisitions, and managed the real estate portfolio of Frandeli Group. Joining Integrity Financial in 2014, he focuses on new development initiatives and recruiting, creating the 'great people, unparalleled offerings, and a true service' culture. He is also passionate about educating clients and families about the many ways to combine philanthropy, financial wellness, and a holistic approach to legacy planning. Lockwood's focus is on educating business owners, community leaders, high net worth families, and the community on the next generation of charitable best practices. He seeks to connect the charitable community by working with different donor advised funds, foundations, endowments, charities, business owners, and individual donors to conduct donor advising workshops and educational seminars.

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CRD #6248847

Warren Langsford

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EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Warren Langsford, born in 1975, attended Highline College and Central Washington University where he received an accounting certificate and Associates degree prior to completing additional studies. He holds a Series 65 securities license and is insurance licensed in the State of Oregon. As a former co-owner of an elite commercial and residential real estate firm, Warren worked on behalf of many investors to help them achieve their investment goals. Warren also has an extensive background in financial reporting, accounting and investment performance tracking in a multi-family office advising high net worth individuals, families, and their foundations. As a family man and former business owner, Warren understands the unique challenges his clients face and is passionate about helping them achieve the best life possible through wisdom and sound financial planning.

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CRD #5847671

Keith McBride

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EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Keith McBride, born in 1981, he received his Bachelor's Degree in Marketing and Entrepreneurship from the Michael G. Foster School of Business at the University Washington and an additional degree in Business Communication from UW's Department of Communication. He holds a Series 65 securities license and is insurance licensed in California and Washington. As a Wealth Manager and 401(k) Advisor, Keith brings over 8 years of experience providing advice to a wide range of individuals and corporations. Having started several companies himself, Keith understands the unique needs of small businesses and brings a wealth of start up experience to the micro and new development space. Keith believes well rounded, strategic, and long term planning is imperative for success both now and for future generations. In addition to helping others plan for financial success, Keith is also the President for a non-profit devoted to providing relief and education around the world.

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CRD #5820842

Jason McKinney

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EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Jason McKinney, born in 1977, obtained a BS in Industrial and Management Engineering from Montana State University in 2001. He was previously the founding director of the South Lake Union Chamber of Commerce, Seattle WA from 2006 to 2010 and a Financial Advisor with a global wealth management firm. He holds Series 7 and Series 66 securities licenses and is insurance licensed in Washington State. Ever since Jason joined IFC's team of wealth managers, his strengths in financial advising have been a tremendous asset to our clients. Jason is deeply committed to holistic financial planning and is passionate about supporting small business owners develop comprehensive retirement plans. Jason understands his clients' unique needs and works diligently to provide them with the best advice possible in order to support their company, family, and employees. Jason firmly believes in delivering unbiased and transparent financial advice to his clients and his ultimate goal is to empower business owners and individuals to make sound decisions.

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February 2017

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This Brochure Supplement provides information about Andrew Mescon that supplements the Integrity Financial Corporation Brochure. You should have received a copy of that Brochure. Please contact Integrity Financial Corporation if you did not receive Integrity Financial Corporation's Brochure or if you have any questions about the contents of this supplement.

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

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Andrew Mescon, born in 1978, obtained an MBA in finance from Pepperdine University's Graziadio School of Business & Management in 2012, a MPA from Columbia University's School of International & Public Affairs in 2005 and a BA in political science from Trinity College in 2000. He holds a Series 65 securities license and is insurance licensed in California and Washington State. A true financial services veteran, Andrew has over a decade's worth of experience working for top firms and servicing a vast clientele. His diverse background in investment banking, hedge funds, and specialty lending make Andrew an invaluable resource for small business leaders. Andrew believes that successful financial planning is highly dependent on determining specific long-term goals, establishing the appropriate structure of the overall investment strategy to achieve those goals, and maintaining discipline throughout the life of the plan. A deeply relational person, Andrew loves getting to know his clients better and finds the relationships he forms to be the most rewarding part of his job.

DISCIPLINARY INFORMATION

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

OTHER BUSINESS ACTIVITIES

All Investment Advisor Representatives associated with Integrity Financial Corporation are licensed to sell, for sales commissions, insurance products and are appointed with multiple Insurance Companies. Clients should be aware that a conflict exists between the interests of Integrity Financial Corporation and the interests of the client; and the client is under no obligation to act upon the recommendations of the Integrity Financial Corporation; and if the client elects to act upon any of the recommendations, the client is under no obligation to affect the insurance transactions through Integrity Financial Corporation. All material conflicts of interest are disclosed as in ADV Part 2 regarding the applicant, its representatives and any of its employees, which could reasonably impair the rendering of unbiased and objective advice.

ADDITIONAL COMPENSATION

As an independent, licensed insurance agent, compensation for the sale of insurance products are received in the form of commissions from multiple Insurance Companies.

SUPERVISION

Integrity Financial Corporation employs a knowledgeable advisory team trained in leadership principles. All advisors are members of Integrity Financial Corporation's Investment Committee. Weekly meetings also provide an opportunity for training as well as developing a unified approach to investment management and financial advice. Systematic quality controls permeate every aspect of the company. Client accounts and financial plans are reviewed regularly for consistent investment strategies and ongoing advice. In addition, an annual review of each advisor is conducted by Kristofer Gray, Principal, (800) 794-4015.



CRD # 6083603

Chris Riboli

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

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Chris Riboli, born in 1986, earned a Bachelor of Science in business from The Master's College in 2008. He holds Series 7 and Series 66 securities licenses and is insurance licensed in California. He started his financial services career in the accounting industry, obtaining a CPA license in California and working in both the tax and audit department of a local firm. As a CPA working with a diverse clientele, Chris has firsthand knowledge of the myriad tax implications related to investing. His experience discerning worthwhile strategies has helped countless individuals, businesses, and non-profits navigate through the complexities of investing. This unique skill set, coupled with Chris's passion for serving his clients, makes him an invaluable asset to the firm. Chris believes in making each client feel like his top priority, taking the time to review their financial picture, and implementing the most effective methods to achieve their financial goals.

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CRD #6081733

Stu Schell

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

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Stu Schell, born in 1953, attended the University of Washington and obtained a BA in Biblical Studies & Pastoral Ministry in 1989 and a MA in Counseling from Triune University in 1994. He holds a Series 65 securities license and is insurance licensed in Washington State. Stu brings over 15 years of experience guiding individuals and businesses on finance and insurance. Stu's background is rich in financial planning and high level strategies in constructing tailor-made plans for owners, executives, and employees. His expertise helps ensure these specialized plans provide higher satisfaction, security, and benefits than the status quo. Stu has a genuine heart for helping his clients succeed not just financially but personally as well. For nearly two decades, Stu served as President at Helping Hands To The World, a non-profit organization dedicated to serving orphans in West Africa.

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CRD #2644442

Scott M. Smith

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This Brochure Supplement provides information about Scott Smith that supplements the Integrity Financial Corporation Brochure. You should have received a copy of that Brochure. Please contact Integrity Financial Corporation if you did not receive Integrity Financial Corporation's Brochure or if you have any questions about the contents of this supplement.

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

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Scott M Smith, born 1962, graduated with a BA in Education, History, and Mathematics from the University of Northern Iowa. While Scott studied, his father taught him the potential of investing, seeding the money he earned during the summers away from school. Scott emerged with his degree and not a penny of debt, taking away a love of financial management and soon went on to study Financial Planning at The American College of Financial Planning. Scott's passion for customer service and a desire to incorporate himself into the world of finance led him to a position as a Special Agent with Northwestern Mutual Life Insurance and then on to UBS Paine Webber as an Investment Consultant in 1998. Scott gathered and managed assets in excess of \$100M in diversified stock, bond, and alternative investment vehicles before launching his own LLC, Ozone Consulting, in 2002. As his company grew, he developed his skills in leadership, sales strategies, new business development, interim leadership, and business planning as well as coming to a deep understanding of the challenges and opportunities faced by small businesses. Joining Integrity Financial is an exciting career move for Scott who believes that wise investments and financial wellness are integral in creating longevity and long-term family plans. His heart for philanthropy also resonates closely with IFC's dedication to charitable work and partnerships with non-profit organizations like Mission of Hope, Haiti. Through creating a sound financial plan and encouraging a caring, future-focused financial plan, Scott brings his professional experience in client development and high-level customer service to IFC with the desire to create long-lasting, positive change for his clients.

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CRD #5882459

Admand Wong

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

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Admand Wong, born in 1973, obtained a BS in mechanical engineering from Washington State University in 1997. He holds a Series 65 securities license and is insurance licensed in Washington State and successfully earned his C(k)P designation in 2013. With in-depth experience in Multiple Employer Plan and Master Trust Arrangement offerings, Admand has a real heart for serving small business owners and for offering in-depth education at every level of a holistic financial plan. Prior to IFC, Admand was a technology consultant with an elite clientele of engineers and executive level officers among the fortune-500 manufacturing and technology companies. Admand's personalized approach of teaching and guiding allows numerous individuals, families, and small businesses the ability to create a clear and distinguishable plan that they can follow every step of the way. No challenge is too big for Admand, who draws upon his vast experiences to help create tailor-made solutions for his clients.

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* Each investment advisor is, at minimum, required to pass and maintain an active Series 65 or Series 7 and 66 designation(s). As a team of professionals working collaboratively to employ consistent investment management and financial planning services, additional professional designations obtained enhance the overall value and level of expertise each client receives. The minimum qualifications for designations held in addition to the Series 7 and 66 include;

Certified 401(k) Professional (C(k)P®) – successful completion of the program, passing the exam

