

## **Form ADV Part 2B – Brochure Supplement**

**for**

**Jay L. Richards, CFP®  
Partner, Chief Compliance Officer**

**Effective: March 23, 2018**

This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of Jay L. Richards (CRD# 1689554) in addition to the information contained in the Investment Advisory Group, LLC (“IAG” or the “Advisor”, CRD# 109445) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the IAG Disclosure Brochure or this Brochure Supplement, please contact us at (781) 826-1235.

Additional information about Mr. Richards is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 1689554.

## Item 2 – Educational Background and Business Experience

Jay L. Richards, born in 1963, is dedicated to advising Clients of IAG as a Partner and the Chief Compliance Officer. Mr. Richards earned a B.S. in Finance from Hofstra University in 1987 and an A.S. in Business Administration from UCCC College in 1985. Additional information regarding Mr. Richards's employment history is included below.

### Employment History:

Partner, Chief Compliance Officer, Investment Advisory Group, LLC	12/1999 to Present
Registered Representative, Cetera Advisors LLC	06/1998 to Present
Financial Advisor, American Express Financial Advisors Inc.	05/1990 to 06/1998

### Certified Financial Planner™ ("CFP®")

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; 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 71,000 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 its 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 the 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.

Individuals 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 interests 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.

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#### Investment Advisory Group, LLC

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[www.iagadvisors.com](http://www.iagadvisors.com)

### Item 3 – Disciplinary Information

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***There are no legal, civil or disciplinary events to disclose regarding Mr. Richards.*** Mr. Richards has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Richards. Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Richards.*** However, we do encourage you to independently view the background of Mr. Richards on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 1689554.

### Item 4 – Other Business Activities

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#### Broker-Dealer Affiliation

Mr. Richards is also a registered representative of Cetera Advisors, LLC ("Cetera"). Cetera is a registered broker-dealer (CRD No. 10299), member FINRA, SIPC. In Mr. Richards's separate capacity as a registered representative, Mr. Richards will typically receive commissions for the implementation of recommendations for commissionable transactions. Clients are not obligated to implement any recommendation provided by Mr. Richards. Neither the Advisor nor Mr. Richards will earn ongoing investment advisory fees in connection with any products or services implemented in Mr. Richards's separate capacity as a registered representative.

### Item 5 – Additional Compensation

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Mr. Richards has additional business activities that are detailed in Item 4 above.

### Item 6 – Supervision

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Mr. Richards serves as a Partner and the Chief Compliance Officer of IAG. Mr. Richards can be reached at (781) 826-1235.

IAG has implemented a Code of Ethics and internal compliance that guide each Supervised Person in meeting their fiduciary obligations to Clients of IAG. Further, IAG is subject to regulatory oversight by various agencies. These agencies require registration by IAG and its Supervised Persons. As a registered entity, IAG is subject to examinations by regulators, which may be announced or unannounced. IAG is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.