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## **Part 2A/2B of Form ADV: “Advisory Services for Plan Sponsors”**

Original Filing: February 2014

Updated Filing: January 2024

This brochure provides information about the qualifications and business practices of Fi401k Advisors, LLC. If you have any questions about the contents of this brochure, please contact us at 303.495.5890. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission nor by any state securities authority. Additional information about Fi401k Advisors, LLC is also available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) and enter CRD #168408.

Registration does not imply any certain level of skill or training.



**MATERIAL CHANGES**

FIA transitioned to direct registration with the U.S. Securities & Exchange Commission (SEC) in April 2016. As a result, FIA likewise transitioned to Notice Filings with the applicable State Securities Administrators with whom it had been previously directly registered.

FIA's affiliate, Fiduciary Insight, LLC, terminated its private-label partnership with ePlan Services, Inc.

FIA entered into an alliance with Prosper Retirement Partners LLC in 2022.

No other material changes have been made in this revised filing.

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## ADVISORY BUSINESS

FIA was formed in June 2013 and is a wholly-owned subsidiary of Fiduciary Holdings Limited ("FHL"). FIA's primary business activities relate to the provision of investment advisory services to small and medium-sized employers who sponsor a defined contribution plan ("Plan Sponsor"). These Plan Sponsors most commonly offer a Profit Sharing Plan with a 401(k) election ("401k Plan"), as a workplace retirement savings vehicle for their employees.

Plan Sponsors who chose to engage FIA as an investment adviser to the 401k Plan ("Fiduciary Adviser") are required to execute a Plan Advisory Agreement ("Client"), which sets forth the terms governing the relationship between the parties. In such Client engagements, FIA's scope of authority relates to the level of delegation provided by the Plan Sponsor/Client:

- **ERISA 3(21) Investment Consultant:** Under this construct, the Plan Sponsor retains final decision-making authority over the 401k Plan's designated investment options; whereby FIA performs as a non-discretionary "Investment Consultant" to the 401k Plan.
- **ERISA 3(38) Investment Manager:** Under this construct, the Plan Sponsor delegates 100% authority over the designation and management of the 401k Plan's investment options; whereby FIA performs as the discretionary "Investment Manager" of the 401k Plan.

FIA has jointly developed and maintains a proprietary Internet-based platform ("System") with its sister company Fiduciary Insight, LLC, which is accessed via a website located at <http://www.fi401k.com> ("Website"). Every Client utilizes the Website to access the System via a secure-encrypted Client log-in, whereby investment information and FIA's advice are delivered ("Services"). FIA requires that Clients maintain independent access to the Website in order to access the System to procure its Services.

Every Plan Sponsor/Client is required to engage service providers to perform as their 401k Plan's Custodian, Record-keeper and/or Third-Party Administrator (collectively "401k Service Providers"); whereby FIA requires access to such designated 401k Service Providers to perform/deliver its Services. Thereto, FIA requires access to certain information about each individual Client's 401k Plan that includes but is not limited to the following: 1) complete listing of all investment alternatives available to the 401k Plan from/through their 401k Service Providers ("Investment Alternatives"), 2) specific Investment Alternatives that have been selected for inclusion in the Client's 401k Plan ("Investment Options"), 3) balance of the Client's whole 401k Plan ("Accumulated Plan Assets"), 4) balances held within each of the 401k Plan's designated Investment Options. Furthermore, FIA requires access to the personnel of each individual Client's designated 401k Service Providers in order to perform/deliver its Services.

Therefore, alongside every Client engagement, FIA will make available to the Plan Sponsor or other individual(s) designated by the Client ("Designated Fiduciary/ies") a tool on the Website to create and customize the 401k Plan's *Investment Policy Statement* ("IPS") and *Investment Selection & Review Procedures* ("ISRP") (collectively "Investment Governance Documents"):

- *Investment Policy Statement (IPS):* The IPS will set forth and define the types of available investment alternatives permissible for inclusion in the 401k Plan, including a listing of the asset

classifications / fund categories that may be offered in the 401k Plan. The overall goal being to provide a basic structure to guide the decision-making process with regard to determining the available Investment Alternatives that may be eligible for inclusion in the 401k Plan.

- *Investment Selection & Review Procedures (ISRP)*: The ISRP will set forth and define the formal investment decision-making process and provide FIA's framework for objectively evaluating all available Investment Alternatives in determining the specific Investment Options to be included in the 401k Plan as well as the ongoing monitoring and evaluation process of such Investment Options. The overall goal being to provide a structured decision-making process to demonstrate prudence, diligence and care in the ongoing evaluation, monitoring and management of the 401k Plan's designated Investment Options.

Once the Investment Governance Documents are drafted and approved by the Designated Fiduciary/ies, FIA shall perform an analysis of the Investment Alternatives available to the 401k Plan and notify the Designated Fiduciary/ies of FIA's recommendations for specific Investment Options to be offered in the 401k Plan going forward. Thereafter, FIA shall monitor the 401k Plan's designated Investment Options on a regular and consistent basis, providing periodic reports to the Designated Fiduciary/ies related to their review of the 401k Plan's existing Investment Options (collectively "Analysis").

FIA's periodic Client reporting shall consist of: a) a review of the existing Investment Options for conformance with the criteria outlined in the Investment Governance Documents; b) a listing of Investment Options that may have failed to meet some specific metric(s) provided for in the Investment Governance Documents ("Watch List"); c) a listing of Investment Options that have consistently failed to meet some specific metric(s) provided for in the Investment Governance Documents ("Replace List") (collectively "Plan Reporting"). Thereto, as may be applicable, FIA shall make specific recommendation(s) for the prospective replacement of individual Investment Option(s) on the Replace List as well as a review of the permissible Investment Alternatives that may be considered for such replacement(s).

FIA provides its Fiduciary Adviser Services in both direct Client engagements ("Retail") as well as in dual-engagements with independent financial services professionals ("Wholesale") who solicit business for FIA ("Soliciting Advisors"). However, when the services of a Soliciting Advisor are utilized by a Client, FIA shall work in conjunction with the Soliciting Advisor to deliver its Services. In such instances, the primary function of a Soliciting Advisor is to serve as an intermediary between FIA and the Client, to provide assistance in the conveyance and dissemination of investment information prepared by FIA. Notwithstanding the foregoing, Solicitors are independent contractors and are not employees, agents or representatives of FIA. Therefore, Soliciting Advisors are not authorized to provide investment advice on behalf of FIA.

#### **FEES & COMPENSATION**

FIA charges a one-time fee for Plans with Accumulated Plan Assets of less than a minimum threshold ("Implementation Fee"). FIA also charges an annual fee that represents a percentage of each individual Client's Accumulated Plan Assets ("Annual Advisory Fee"), which is automatically debited from each Client's 401k Plan on a pro rata quarterly basis [See description on page 4]. Furthermore, FIA has a

minimum annual fee for 401k Plans with Accumulated Plan Assets of less than a minimum threshold ("Minimum Annual Fee").

Based upon the specific Fiduciary Adviser Service selected by the Client, the aforementioned fees are detailed below for each type of Client engagement:

**Retail engagements:** A Client who engages exclusively with FIA and does not concurrently engage a third-party financial services professional ("Local Advisor"). FIA is solely responsible for the management of the Client relationship and no Local Advisor shall be concurrently engaged.

- **ERISA 3(21) Investment Consultant (Non-Discretionary)**

Accumulated Plan Assets	Implementation Fee	Annual Advisory Fee	Minimum Annual Fee*
Less than \$ 499,999	\$250.00	0.30%	\$1,500.00
\$ 500,000 to \$ 999,999	\$125.00	0.27%	N/A
\$ 1,000,000 to \$ 1,999,999	N/A	0.24%	N/A
\$ 2,000,000 to \$ 2,999,999	N/A	0.21%	N/A
\$ 3,000,000 to \$ 3,999,999	N/A	0.18%	N/A
\$ 4,000,000 to \$ 4,999,999	N/A	0.15%	N/A
\$ 5,000,000 to \$ 7,499,999	N/A	0.12%	N/A
\$ 7,500,000 to \$ 9,999,999	N/A	0.10%	N/A

\*Asset-based discounts: The Minimum Annual Fee is reduced based upon the level of Accumulated Plan Assets, as detailed below, and is billed to the Plan Sponsor/Client.

Accumulated Plan Assets	Annual Advisory Fee	Minimum Annual Fee
Less than \$ 124,999	0.30%	\$1,500.00
\$ 125,000 to \$ 249,999	0.30%	\$1,125.00
\$ 250,000 to \$ 374,999	0.30%	\$ 750.00
\$ 375,000 to \$ 499,999	0.30%	\$ 375.00

- **ERISA 3(38) Investment Manager (Discretionary)**

Accumulated Plan Assets	Implementation Fee	Annual Advisory Fee	Minimum Annual Fee*
Less than \$ 499,999	\$400.00	0.50%	\$2,500.00
\$ 500,000 to \$ 999,999	\$200.00	0.45%	N/A
\$ 1,000,000 to \$ 1,999,999	N/A	0.40%	N/A
\$ 2,000,000 to \$ 2,999,999	N/A	0.35%	N/A
\$ 3,000,000 to \$ 3,999,999	N/A	0.30%	N/A
\$ 4,000,000 to \$ 4,999,999	N/A	0.25%	N/A
\$ 5,000,000 to \$ 7,499,999	N/A	0.20%	N/A
\$ 7,500,000 to \$ 9,999,999	N/A	0.15%	N/A

\*Asset-based discounts: The Minimum Annual Fee is reduced based upon the level of Accumulated Plan Assets, as detailed below, and is billed to the Plan Sponsor/Client.

Accumulated Plan Assets	Annual Advisory Fee	Minimum Annual Fee
Less than \$ 124,999	0.30%	\$2,500.00
\$ 125,000 to \$ 249,999	0.30%	\$1,875.00
\$ 250,000 to \$ 374,999	0.30%	\$1,250.00
\$ 375,000 to \$ 499,999	0.30%	\$ 625.00

**Wholesale engagements:** A Client who elects to concurrently engage a third-party financial services professional (“Local Advisor”) alongside their engagement of FIA. If applicable, the Local Advisor shall coordinate with FIA to support the Client relationship and charge the Client directly for their compensation.

• **ERISA 3(21) Investment Consultant (Non-Discretionary)**

Accumulated Plan Assets	Implementation Fee	Annual Advisory Fee	Minimum Annual Fee*
Less than \$ 999,999	\$150.00	0.10%	\$750.00
\$ 1,000,000 to \$ 2,499,999	\$ 75.00	0.09%	N/A
\$ 2,500,000 to \$ 4,999,999	N/A	0.08%	N/A
\$ 5,000,000 to \$ 7,499,999	N/A	0.07%	N/A
\$ 7,500,000 to \$ 9,999,999	N/A	0.06%	N/A
\$10,000,000 to \$14,999,999	N/A	0.05%	N/A
\$15,000,000 to \$19,499,999	N/A	0.04%	N/A
\$20,000,000 to \$29,999,999	N/A	0.03%	N/A

\*Asset-based discounts: The Minimum Annual Fee is reduced based upon the level of Accumulated Plan Assets, as detailed below, and is billed to the Plan Sponsor/Client.

Accumulated Plan Assets	Annual Advisory Fee	Minimum Annual Fee
Less than \$ 249,999	0.10%	\$ 750.00
\$ 250,000 to \$ 499,999	0.10%	\$ 526.50
\$ 500,000 to \$ 749,999	0.10%	\$ 375.00
\$ 750,000 to \$ 999,999	0.10%	\$ 187.50

• **ERISA 3(38) Investment Manager (Discretionary)**

Accumulated Plan Assets	Implementation Fee	Annual Advisory Fee	Minimum Annual Fee*
Less than \$ 999,999	\$250.00	0.15%	\$1,250.00
\$ 1,000,000 to \$ 2,499,999	\$125.00	0.13%	N/A
\$ 2,500,000 to \$ 4,999,999	N/A	0.11%	N/A
\$ 5,000,000 to \$ 7,499,999	N/A	0.10%	N/A
\$ 7,500,000 to \$ 9,999,999	N/A	0.09%	N/A
\$10,000,000 to \$14,999,999	N/A	0.08%	N/A
\$15,000,000 to \$19,499,999	N/A	0.07%	N/A
\$20,000,000 to \$29,999,999	N/A	0.06%	N/A

\*Asset-based discounts: The Minimum Annual Fee is reduced based upon the level of Accumulated Plan Assets, as detailed below, and is billed to the Plan Sponsor/Client.

Accumulated Plan Assets	Annual Advisory Fee	Minimum Annual Fee
Less than \$ 249,999	0.10%	\$1,250.00
\$ 250,000 to \$ 499,999	0.10%	\$ 937.50
\$ 500,000 to \$ 749,999	0.10%	\$ 625.00
\$ 750,000 to \$ 999,999	0.10%	\$ 312.50

The Implementation Fee (as applicable) is invoiced and collected alongside each Client engagement and is non-refundable. The Implementation Fee is intended to cover the costs of implementing the Investment Governance Documents for Plan Sponsors and activation of the warranty coverage for each 401k Plan.

FIA sets the applicable Annual Advisory Fee (“AAF”) based upon the Accumulated Plan Assets held in the 401k Plan as of the last business day of the prior calendar year (“AAF Rate”), according to the aforementioned schedule. Thereafter, the Accumulated Plan Assets of each individual 401k Plan are measured on the last business day of each calendar year in order to determine the AAF Rate applicable for the next calendar year. The AAF Rate applicable to each individual 401k Plan is fixed for the entirety of each calendar year and will not be adjusted for appreciation/depreciation of Accumulated Plan Assets within any calendar year.

FIA’s standard Plan Advisory Agreement authorizes payment of the AAF in the form of an automatic debit from the 401k Plan’s Accumulated Plan Assets. FIA shall receive the AAF, paid quarterly in arrears, in the amount determined as one-fourth of the 401k Plan’s then-applicable AAF Rate, multiplied by the Accumulated Plan Assets as of the last business day of each calendar quarter. Nevertheless, the Client’s 401k Service Provider(s) may modify the exact dollar amount paid to FIA – as determined through their established processes for generating transactions to liquidate 401k Plan investment holdings on a proportionate basis. FIA shall provide every Client a quarterly invoice detailing the applicable pro rata AAF amount that will be debited from Accumulated Plan Assets and the 401k Service Provider(s) shall reflect any such liquidations and the actual amount(s) paid to FIA on the 401k Plan’s periodic statements.

The Minimum Annual Fee (as applicable) is invoiced in quarterly installments, beginning with an initial amount that is payable alongside each Client engagement. Thereafter, the pro rata Minimum Annual Fee shall be invoiced quarterly, in advance, and shall be due upon receipt. The Minimum Annual Fee may be adjusted based upon Accumulated Plan Assets, whereby the quarterly amount may be adjusted to reflect any increase(s)/decrease(s) in Accumulated Plan Assets of each individual Client. Notwithstanding the foregoing, if the Accumulated Plan Assets of any individual Client exceeds the applicable minimum threshold, at the end of any calendar quarter, the Minimum Annual Fee shall be deemed fulfilled and shall no longer be due/invoiced going forward. The Minimum Annual Fee (as applicable) shall be paid directly by the Plan Sponsor/Client and shall not be collected as a charge against the Accumulated Plan Assets, unless specifically requested and authorized by Plan Sponsor/Client.

The Plan Advisory Agreement may be terminated by Client within five (5) business days of the execution without incurring a penalty or charge. Thereafter, the Plan Advisory Agreement may be terminated by either FIA or Client upon thirty (30) days advance written notice to the other party. However, in the event of termination by Client within twelve (12) months of initial engagement, FIA may charge a termination fee of up to the then-applicable Minimum Annual Fee for the designated Fiduciary Adviser Services.

A Client may elect to work with an independent financial services professional (“3<sup>rd</sup> Party Advisor”) alongside their engagement of FIA. When applicable, the 3<sup>rd</sup> Party Advisor shall contract directly with the Client and independent of FIA. [See the “Client Referrals and Other Compensation” section below.]

#### **PERFORMANCE-BASED FEES & SIDE-BY-SIDE MANAGEMENT**

FIA does not charge any form of “performance fees” and only receives compensation based upon its established practices – regardless of actual investment performance. Furthermore, FIA does not manage



any capital in a “side-by-side management” structure nor does FIA provide any form of proprietary investment products. As a result, FIA has aligned its interests with its Clients and does not have any such conflicts of interest.

**TYPE OF CLIENTS**

FIA works exclusively with Plan Sponsors/Clients of tax-qualified retirement savings plans and does not have any other form of Client engagement.

**METHODS OF ANALYSIS, INVESTMENT STRATEGIES & RISK OF LOSS**

FIA works exclusively with Investment Alternatives that are deemed administratively feasible by the 401k Service Providers of our Clients. Most commonly, this means open-end mutual funds and collective investment trust instruments that can be traded and settled through the National Securities Clearing Corporation’s (“NSCC”) Defined Contribution Clearing and Settlement (“DCC&S”) service. FIA does not work with or have any responsibility to provide Services related to the following types of assets: employer securities, real estate holdings, brokerage accounts or mutual fund windows, participant loans, non-publicly traded partnership interests, physical assets, or any other form of non-marketable securities.

FIA’s Analysis is based upon information obtained from reliable third-party information providers, such as Morningstar™ and Newkirk™ (collectively “Information Providers”). The investment information used in FIA’s Analysis includes: a) investment style typification and categorization, b) historical trailing total return performance information, c) comparative indices applicable to each Investment Alternative/Option (as determined by the Investment Providers), d) comparative benchmarking of investment alternatives against their applicable categorical peers (as determined by the Investment Providers), e) fee and expense information for each Investment Alternative/Option, and f) investment/fund manager tenure and biographical profiles (collectively “Investment Information”). Thereto, FIA utilizes proprietary methods to prepare its Analysis which may include: 1) periodic reviews of investment characteristics (i.e., risk factors, expenses and management), 2) periodic reviews of investment performance as well as comparisons against broad market indices and categorical peers, and 3) periodic reviews of fundamental investment assumptions (i.e. style drift, management changes, prospectus filings, etc.).

FIA’s Analysis does not purport to convey any form of investment strategy, nor does FIA endorse or condone any specific investment strategy. Nevertheless, all Investments Alternatives offered by 401k Services Providers and/or Investment Options included in the Client’s 401k Plans have risk of loss – due to their inherent exposure to the capital markets through the individual securities that compose their underlying portfolios.

**DISCIPLINARY INFORMATION**

Neither FIA, nor any of its owners, directors or employees, have been involved in any legal or disciplinary actions since its formation.

**OTHER FINANCIAL INDUSTRY ACTIVITIES & AFFILIATIONS**

FIA is a wholly-owned subsidiary of Fiduciary Holding Limited ("FHL"), an unregistered entity, which also owns Fiduciary Insight, LLC ("Fi401k"). Thereto, Fi401k has a partnership with The Dunn Company who has established a co-branded/private-labeled program with ePlan Services, Inc. ("Program"); whereby ePlan Services, Inc. serves as the exclusive 401k Service Provider for our Client Plans maintained on that Program. Furthermore, Fi401k has established similar alliances with both LT Trust and Paychex Retirement Services; whereby each respective organization may perform as the 401k Service Provider to our mutual Clients Plans. Nevertheless, FIA is not restricted by these relationships and is able to work with any 401k Service Provider around individual Client engagements.

In addition, Fi401k works with FA Associates, LLC ("FAA") which is a third-party organization that produces the Fiduciary Awareness Seminar Series ("FASS"). Thereto, Fi401k and FIA personnel participate in the FASS events as panelists and speakers. FAA routinely solicits financial support from investment companies and other 401k Service Providers to help underwrite the costs of promoting and producing their FASS events ("FASS Sponsors"). Nevertheless, FIA does not participate in the solicitation of such fees or receive any form of compensation from FAA or any of the FASS Sponsors related to such events.

FIA has relationships with numerous independent financial services professionals, who routinely solicit Clients for the Fiduciary Adviser Services provided by FIA. Such individuals may be: a) registered investment advisers (RIA) or investment adviser representatives (IAR) of another RIA, b) securities broker/dealers or registered representatives of securities broker/dealers, c) accountants or bookkeepers, d) insurance brokers or agents, or e) sales representatives of 401k Service Providers (collectively "Soliciting Advisors"). Nevertheless, FIA is not required to work with Soliciting Advisors and may engage directly with Clients without a Soliciting Advisor. [See the "Client Referrals and Other Compensation" section below.]

**CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS & PERSONAL TRANSACTIONS**

FIA has adopted a written Code of Ethics ("Code") that is applicable to all owners, directors and employees of the firm (collectively "Personnel"). Among other things, the Code requires all Personnel act solely in the Clients' best interests, abide by all applicable rules and regulations, avoid even the appearance of insider trading, as well as "pre-clear" and report on many types of personal securities transactions. To avoid any potential conflicts of interest involving personal trades, FIA has adopted the Code which includes a formal "Guiding Principles & Standards of Conduct" policy. The Guiding Principles and Standards of Conduct policy requires, among other things, that all Personnel: a) Act with integrity, competence, diligence, respect and in an ethical manner with the public, prospective clients, Plan Sponsors, Clients, colleagues in the investment profession and other participants in the global capital markets; b) Place the integrity of the investment profession, the interests of Clients and the interests of FIA above one's own personal interests; c) Adhere to the fundamental standard that individuals should not take inappropriate advantage of their position or confidential information; d) Avoid any actual or potential conflict of interest, to the greatest extent possible, and disclose all conflicts of interest to Clients; e) Use reasonable care and exercise independent professional judgment when conducting investment analysis, making investment recommendations, taking investment actions and engaging in other

professional activities; f) Practice and encourage others to practice in a professional and ethical manner that will reflect credit on one's self and their profession; g) Promote the integrity of, and uphold the rules governing, capital markets; h) Maintain and improve their professional competence as well as strive to maintain and improve the competence of their investment professional colleagues; i) Comply with applicable provisions of the federal securities laws.

FIA's Code also requires all Personnel to: 1) pre-clear certain personal securities transactions, 2) report personal securities transactions on at least a quarterly basis, and 3) provide the FIA's Chief Compliance Officer ("CCO") with a detailed summary of certain holdings (both initially upon commencement of employment and annually thereafter) over which such Personnel have a direct or indirect beneficial interest. FIA shall maintain a list of securities that are being considered for Client accounts ("IA List"), as well as a list of securities already held in Client accounts ("IO List"). Any proposed personal transaction involving securities on the IA or IO Lists will require pre-clearance from the CCO; whereby the CCO will not grant preclearance where it would appear that personal trading could disadvantage those of a Client.

FIA provides its Services to Clients related to open-end mutual funds and other collective investment instruments, which by their nature are priced based upon a net asset value calculation at the end of every trading day. As a result, there is no potential that Personnel could affect transactions in their personal accounts in such investments ahead of any Client ("Front Running"). Nevertheless, FIA's Personnel are generally permitted to trade alongside Client accounts as long as they receive the same execution price that is applicable to Clients. FIA's CCO monitors personal trading for all Personnel, relative to Client trading, to ensure that no Personnel engage in improper transactions. FIA's restrictions on personal securities trading apply to all Personnel, as well as family members living in the same household of any Personnel. A copy of the FIA's Code is available upon request.

#### **BROKERAGE PRACTICES**

FIA does not have any authority or control over the selection of broker/dealers used to trade and settle Client securities transactions. Most typically, the Client's 401k Service Provider(s) make this determination independently.

#### **REVIEW OF ACCOUNTS**

FIA performs periodic reviews of each individual Client's 401k Plan's Investment Options, which occur at least quarterly in frequency. FIA's periodic Client reporting shall consist of: a) a review of the existing Investment Options for conformance with the criteria outlined in the Investment Governance Documents; b) a listing of Investment Options that may have failed to meet some specific metric(s) provided for in the Investment Governance Documents ("Watch List"); c) a listing of Investment Options that have consistently failed to meet some specific metric(s) provided for in the Investment Governance Documents ("Replace List") (collectively "Plan Reporting"). Thereto, as may be applicable, FIA shall make specific recommendation(s) for the prospective replacement of individual Investment Option(s) on the Replace List as well as a review of the permissible Investment Alternatives that may be considered for such replacement(s).



**CLIENT REFERRALS & OTHER COMPENSATION**

FIA has relationships with numerous independent financial services professionals, who routinely solicit Clients for the Fiduciary Adviser Services provided by FIA (“Soliciting Advisors”). Clients who work with a Soliciting Advisor will pay more than Clients who engage FIA independent of a Soliciting Advisor. However, FIA does not derive any economic benefit related to the involvement of Soliciting Advisors – beyond their prospective Client referrals. Furthermore, FIA does not receive any economic benefit from non-clients in connection with the provision of Fiduciary Adviser Services to Clients.

**CUSTODY**

FIA requires all Clients assets be held with a qualified Custodian(s), but has no authority or control over the selection of the Custodian(s) used to trade and settle Client securities transactions. Most typically, the Client’s 401k Service Providers make this determination independently.

**INVESTMENT DISCRETION**

When FIA is engaged by a Client as an ERISA 3(38) Investment Manager [as that term is defined in Section 3(38) of ERISA], FIA shall exercise discretion in the selection, oversight and management of the 401k Plan’s designated Investment Options – including the decision to replace an existing Investment Option with a permissible Investment Alternative. In so doing, FIA is performing solely for the purpose of managing the Plan’s Investment Options in conformance with the Plan’s Investment Governance Documents.

For all other forms of Client engagements, FIA does not exercise any form of investment discretion; whereby the Plan Sponsors and/or Designated Fiduciary/ies retain 100% discretionary control over the disposition of their Accumulated Plan Assets.

**VOTING CLIENT SECURITIES**

FIA does not vote for or advise Clients regarding their voting of proxies or any other form of securities voting that may be required.

**FINANCIAL INFORMATION**

FIA has never filed bankruptcy and is not aware of any financial circumstance that is anticipated to affect its financial condition or ability to manage Client accounts.



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## **Part 2B of Form ADV: Brochure Supplement**

Original Filing: February 2014

Updated Filing: January 2024

This brochure supplement provides information about Mark M. Gutrich that supplements the Fi401k Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Mark M. Gutrich if you did not receive Fi401k Advisors' brochure or if you have any questions about the contents of this supplement. Additional information about Mark M. Gutrich is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) and enter CRD #2146126.

Registration does not imply any certain level of skill or training.



**PRINCIPAL EXECUTIVE – MARK M. GUTRICH**

Position: Manager, Chief Compliance Officer (CCO) & Investment Adviser Representative (IAR)

Education: University of Puget Sound – Bachelor of Arts (1991)

Professional Experience:

Co-Manager	Prosper Retirement Partners, LLC	January 2022 – Present
Manager	Fiduciary Holdings Limited	October 2013 – Present
Manager & CCO	Fi401k Advisors, LLC	July 2013 – Present
Manager	Fiduciary Insight, LLC	August 2012 – Present
Director	Paychex, Inc.	May 2011 – May 2013
Manager & CCO	Fast 401k Advisors, LLC (dba ePlan Advisors, LLC)	July 2000 – Jan 2013
President & CEO	Fast 401k, Inc. (dba ePlan Services, Inc.)	June 1999 – May 2011

Disciplinary Information:

Mr. Gutrich has never had a disciplinary action entered against him by the U.S. Securities & Exchange Commission (SEC) or any other regulatory organization. His CRD number is 2146126.

Other Business Activity (approx. amount of time spent):

Mr. Gutrich is the principal investor & Co-Manager of Prosper Retirement Partners, LLC. (40 hours per week)  
Mr. Gutrich is the principal investor & Managing Member of FA Associates, LLC. (1 hour per month)  
Mr. Gutrich is the principal investor & Managing Member of Gut-Cross Holdings, LLC. (1 hour per month)  
Mr. Gutrich is a principal investor & Managing Member of Gut-Sec Holdings, LLC. (1 hour per quarter)  
Mr. Gutrich is a principal investor & Member of G4 Holdings Ltd. (1 hour per quarter)  
Mr. Gutrich is a principal investor & Member of Gutrich Family Holdings, LLC (1 hour per quarter)

Additional Compensation:

Mr. Gutrich is the Elected Manager of Fiduciary Holdings Limited, the parent company of FIA and its other wholly-owned subsidiary (Fiduciary Insight, LLC). In addition, he receives compensation from his “Other Business Activities” listed above.

Supervision:

Mr. Gutrich is the Manager & Chief Compliance Officer of FIA.

Contact Information:

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