



**Part 2B of Form ADV: *Firm Brochure Supplements***

**InvesTrust Consulting, LLC**

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March 2024

The following brochure supplements provide information about Mark Williams, Shannon Carter, Peter Junkin, Andrew Hood, Gregory Baum, and Steve Replogle that supplement the InvesTrust Consulting, LLC brochure. You should have received a copy of that brochure. Please contact Shannon Carter, Chief Compliance Officer if you did not receive InvesTrust Consulting's brochure or if you have any questions about the contents of this supplement.

Additional information about InvesTrust Consulting, LLC can be found on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).



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**Mark Williams**

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March 2024

This brochure supplement provides information about Mark Williams that supplements the InvesTrust Consulting, LLC brochure (ADV Part 2). You should have received a copy of that brochure. Please contact Shannon Carter, Chief Compliance Officer if you did not receive InvesTrust Consulting's brochure or if you have any questions about the contents of this supplement.

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### Mark Williams, JD, MBA, CFA

#### ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE:

Mark Williams, born in 1962, attended the University of The State of New York (1988). Mark also attended Drake University where he received his MBA (1992) and his JD (2004). In 1993, he received his Chartered Financial Analyst (CFA) designation.

Mark serves as the President, Chief Executive Officer (CEO), and Chief Investment Officer (CIO) for InvesTrust Wealth Management, InvesTrust Consulting's parent company. Prior to Mark's employment with InvesTrust Consulting, Mark served as Market Leader/Sr. Portfolio Manager, Vice President at Bank of Oklahoma (2010-2012). Mark has also served as Market Leader/Sr. Portfolio Manager at Central Trust & Investment Company (2009-2010) and as Financial Advisor for UBS/Piper Jaffray & Co. (2007-2009).

#### ITEM 3: DISCIPLINARY INFORMATION:

There have been no disciplinary actions against Mark Williams.

#### ITEM 4: OTHER BUSINESS ACTIVITIES:

Mark is the President, CEO, and Chief Investment Officer for InvesTrust Wealth Management as mentioned above. All InvesTrust Consulting employees are employees of InvesTrust Wealth Management, LLC. As such, some of InvesTrust Consulting's employees may also serve as employees of InvesTrust. This means some employees receive compensation that is related to their work for InvesTrust. Mark is not, nor does he have a pending application for registration with a broker-dealer or other investment firm.

#### ITEM 5: ADDITIONAL COMPENSATION:

See Item 4. Mark does not receive any bonus that is based, all or in part, on the number or amount of sales, client referrals, or new accounts for InvesTrust Consulting. Also, he does not receive any economic benefit from anyone who is not a client for providing advisory services.

#### ITEM 6: SUPERVISION:

Mark Williams is the President, CEO, and Chief Investment Officer. Mr. Williams is responsible for his own supervision. His phone number is (405) 843-7046 and his email is [mwilliams@investrust.com](mailto:mwilliams@investrust.com). Mark's compliance related activities are monitored by InvesTrust Consulting's CCO, Shannon Carter.



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**Shannon Carter**

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This brochure supplement provides information about Shannon Carter that supplements the InvesTrust Consulting, LLC brochure (ADV Part 2). You should have received a copy of that brochure. Please contact Shannon Carter, Chief Compliance Officer if you did not receive InvesTrust Consulting's brochure or if you have any questions about the contents of this supplement.

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**Shannon Carter, CFP®, MBA, IACCP®**

### **ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE:**

Shannon Carter, born in 1976, received a B.A. in Business with an emphasis on finance from the University of Central Oklahoma (2000) and her MBA in 2005. Shannon received the designation of Investment Advisor Certified Compliance Professional (IACCP ®) in 2014. In April 2019, Shannon became a CFP® professional and also holds the Series 65 (Investment Advisor Representative) license.

Shannon Carter has worked for InvesTrust Consulting as an Analyst and Consultant from 2006 through the present, and in 2011, she began serving as the Chief Compliance Officer. Shannon also worked as an Employee Benefit Specialist for InvesTrust Retirement Specialists from 2004 to 2006.

### **ITEM 3: DISCIPLINARY INFORMATION:**

There have been no disciplinary actions against Shannon Carter.

### **ITEM 4: OTHER BUSINESS ACTIVITIES:**

In addition to serving as an Analyst for InvesTrust Consulting, Shannon is also an Analyst for InvesTrust. All InvesTrust Consulting employees are employees of InvesTrust Wealth Management, LLC. As such, some of InvesTrust Consulting's employees may also serve as employees of InvesTrust. This means some employees receive compensation that is related to their work for InvesTrust. She is not, nor does she have a pending application for registration with a broker-dealer or other investment firm.

### **ITEM 5: ADDITIONAL COMPENSATION:**

See Item 4. Shannon does not receive any bonus that is based, all or in part, on the number or amount of sales, client referrals, or new accounts for InvesTrust Consulting. Also, she does not receive any economic benefit from anyone who is not a client for providing advisory services.

### **ITEM 6: SUPERVISION:**

Shannon Carter is supervised by Mark Williams. Mark reviews Shannon's work through frequent office interactions as well as remote interactions. Mark's phone number is (405) 843-7046 and his email is [mwilliams@investrust.com](mailto:mwilliams@investrust.com).



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**Peter Junkin**

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This brochure supplement provides information about Peter Junkin that supplements the InvesTrust Consulting, LLC brochure (ADV Part 2). You should have received a copy of that brochure. Please contact Shannon Carter, Chief Compliance Officer if you did not receive InvesTrust Consulting's brochure or if you have any questions about the contents of this supplement.

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### Peter Junkin, MBA

#### ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE:

Peter Junkin, born in 1970, received a BS in finance from Oklahoma State University (1993) and his MBA from the University of Central Oklahoma (2015). Peter holds the Series 65 (Investment Advisor Representative) license.

Peter Junkin has worked for InvesTrust Consulting as Vice President and Consultant from 2007 through the present.

#### ITEM 3: DISCIPLINARY INFORMATION:

There have been no disciplinary actions against Peter Junkin.

#### ITEM 4: OTHER BUSINESS ACTIVITIES:

In addition to serving as a Consultant for InvesTrust Consulting, Peter is also a Trust Officer for InvesTrust and serves as the Manager of Retirement Services for InvesTrust Retirement Specialists, LLC. All InvesTrust Consulting employees are employees of InvesTrust Wealth Management, LLC. As such, some of InvesTrust Consulting's employees may also serve as employees of InvesTrust. This means some employees receive compensation that is related to their work for InvesTrust. He is not, nor does he have a pending application for registration with a broker-dealer or other investment firm.

#### ITEM 5: ADDITIONAL COMPENSATION:

See Item 4. Peter does not receive any bonus that is based, all or in part, on the number or amount of sales, client referrals, or new accounts for InvesTrust Consulting. Also, he does not receive any economic benefit from anyone who is not a client for providing advisory services.

#### ITEM 6: SUPERVISION:

Peter Junkin is supervised by Mark Williams. Mark reviews Peter's work through frequent office interactions as well as remote interactions. Mark's phone number is (405) 843-7046 and his email is [mwilliams@investrust.com](mailto:mwilliams@investrust.com). Peter's compliance-related activities are monitored by InvesTrust Consulting's CCO, Shannon Carter.



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**Andrew Hood**

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### Andrew Hood

#### ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE:

Andrew “Andy” Hood, born in 1958, received a BA in economics from University of Oklahoma (1980) Andy holds the Series 65 (Investment Advisor Representative) license.

Andy Hood has worked for InvesTrust Consulting as a Consultant from 2015 through the present. Prior to InvesTrust Consulting, he worked as a Sr. Vice President and Sr. Investment Manager for Bank of Oklahoma (1993-2015).

#### ITEM 3: DISCIPLINARY INFORMATION:

There have been no disciplinary actions against Andy Hood.

#### ITEM 4: OTHER BUSINESS ACTIVITIES:

In addition to serving as a Consultant for InvesTrust Consulting, Andy is also a Senior Portfolio Manager for InvesTrust. All InvesTrust Consulting employees are employees of InvesTrust Wealth Management, LLC. As such, some of InvesTrust Consulting’s employees may also serve as employees of InvesTrust. This means some employees receive compensation that is related to their work for InvesTrust. He is not, nor does he have a pending application for registration with a broker-dealer or other investment firm.

#### ITEM 5: ADDITIONAL COMPENSATION:

See Item 4. Andy does not receive any bonus that is based, all or in part, on the number or amount of sales, client referrals, or new accounts for InvesTrust Consulting. Also, he does not receive any economic benefit from anyone who is not a client for providing advisory services.

#### ITEM 6: SUPERVISION:

Andy Hood is supervised by Mark Williams. Mark reviews Andy’s work through frequent office interactions as well as remote interactions. Mark’s phone number is (405) 843-7046 and his email is [mwilliams@investrust.com](mailto:mwilliams@investrust.com). Andy’s compliance-related activities are monitored by InvesTrust Consulting’s CCO, Shannon Carter.



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**Gregory Baum**

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This brochure supplement provides information about Gregory Baum that supplements the InvesTrust Consulting, LLC brochure (ADV Part 2). You should have received a copy of that brochure. Please contact Shannon Carter, Chief Compliance Officer if you did not receive InvesTrust Consulting's brochure or if you have any questions about the contents of this supplement.

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### Gregory Baum, CFA

#### ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE:

Gregory “Greg” Baum, born in 1984, holds a B.S. in Actuarial Science and Statistics from Purdue University (2006). In 2014, he received his Chartered Financial Analyst (CFA) designation. Greg also attended the Kelley School of Business at Indiana University where he received his MBA (2016).

Greg Baum has worked for InvesTrust Consulting as a Consultant from 2017 through the present. Prior to InvesTrust Consulting, he served as portfolio manager at Heritage Trust (2015-2017), and prior to that he was an associate portfolio manager at Northern Trust (2007-2015).

#### ITEM 3: DISCIPLINARY INFORMATION:

There have been no disciplinary actions against Greg Baum.

#### ITEM 4: OTHER BUSINESS ACTIVITIES:

In addition to serving as a Consultant for InvesTrust Consulting, Greg is also a Senior Portfolio Manager for InvesTrust. All InvesTrust Consulting employees are employees of InvesTrust Wealth Management, LLC. As such, some of InvesTrust Consulting’s employees may also serve as employees of InvesTrust. This means some employees receive compensation that is related to their work for InvesTrust. He is not, nor does he have a pending application for registration with a broker-dealer or other investment firm.

#### ITEM 5: ADDITIONAL COMPENSATION:

See Item 4. Greg does not receive any bonus that is based, all or in part, on the number or amount of sales, client referrals, or new accounts for InvesTrust Consulting. Also, he does not receive any economic benefit from anyone who is not a client for providing advisory services.

#### ITEM 6: SUPERVISION:

Greg Baum is supervised by Mark Williams. Mark reviews Greg’s work through frequent office interactions as well as remote interactions. Mark’s phone number is (405) 843-7046 and his email is [mwilliams@investrust.com](mailto:mwilliams@investrust.com). Greg’s compliance-related activities are monitored by InvesTrust Consulting’s CCO, Shannon Carter.



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**Steve Replogle**

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This brochure supplement provides information about Steve Replogle that supplements the InvesTrust Consulting, LLC brochure (ADV Part 2). You should have received a copy of that brochure. Please contact Shannon Carter, Chief Compliance Officer if you did not receive InvesTrust Consulting's brochure or if you have any questions about the contents of this supplement.

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### Steve Replogle, CFA, CPA, CTFA

#### ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE:

Steve Replogle, born in 1955, received a B.S. in Marketing from Eastern Illinois University (1979). In 1985, Steve earned his Certified Public Accountant (CPA) designation. In 2002, he earned the Certified Trust and Financial Advisor (CTFA) designation. And, in 2007, Steve obtained the designation of Chartered Financial Analyst (CFA).

Steve Replogle became a Consultant for InvesTrust Consulting in 2020. Prior to InvesTrust Consulting, Steve served as a senior wealth advisor for Mariner Wealth Advisors (2015-2017). Steve also served as Vice President and Trust Officer at Bank of Oklahoma (2008-2015).

#### ITEM 3: DISCIPLINARY INFORMATION:

There have been no disciplinary actions against Steve Replogle.

#### ITEM 4: OTHER BUSINESS ACTIVITIES:

In addition to serving as a Consultant for InvesTrust Consulting, Steve is also the Director of Trust Services for InvesTrust. All InvesTrust Consulting employees are employees of InvesTrust Wealth Management, LLC. As such, some of InvesTrust Consulting's employees may also serve as employees of InvesTrust. This means some employees receive compensation that is related to their work for InvesTrust. He is not, nor does he have a pending application for registration with a broker-dealer or other investment firm.

#### ITEM 5: ADDITIONAL COMPENSATION:

See Item 4. Steve does not receive any bonus that is based, all or in part, on the number or amount of sales, client referrals, or new accounts for InvesTrust Consulting. Also, he does not receive any economic benefit from anyone who is not a client for providing advisory services.

#### ITEM 6: SUPERVISION:

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## **Professional Designations**

This Summary of Professional Designations is provided to assist you in evaluating the professional designations and minimum requirements of our investment professionals who hold these designations.

### **CFA: Chartered Financial Analyst**

A Chartered Financial Analyst is a professional designation issued by the CFA Institute which measures the qualifications and trustworthiness of financial professionals. A CFA candidate must pass three course exams in the following areas: portfolio management, accounting, ethics, money management, and security analysis. Licensed CFAs are subject to rigorous ethics rules.

### **CFP®: Certified Financial Planner**

The Certified Financial Planning Board of Standards (CFP Board) issues the CFP® certification to financial professionals who have met required on-the-job experience with clients, complete ongoing CFP coursework, and pass an exam that covers a broad spectrum of financial issues. Individuals who hold the CFP® certification also agree to abide by the CFP Board's Standards of Professional Conduct as a key component. The CFP Board is responsible for interpreting and enforcing the ethical duties and standards it imposes on CFP® professionals. Certified Financial Planner Board of Standards, Inc. (CFP Board) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with plaque design) logo in the United States, which it authorizes use of by individuals who successfully complete CFP Board's initial and ongoing certification requirements.

### **CPA: Certified Public Accountant**

A certified public accountant (CPA) is a designation given by the American Institute of Certified Public Accountants (AICPA) to individuals that pass the Uniform CPA Examination and meet the education and experience requirements. The CPA designation helps enforce professional standards in the accounting industry.

### **CTFA: Certified Trust and Financial Advisor**

The Certified Trust and Financial Advisor (CTFA) is a professional designation offered by the American Bankers Association (ABA), which provides training and knowledge in taxes, investments, financial planning, trusts, and estates.

### **IACCP ®: Investment Advisor Certified Compliance Professional**

An Investment Advisor Certified Compliance Professional designation issued by National Regulatory Services "NRS" is sponsored by the Investment Advisor Association and NRS which measures qualification of compliance professionals. An IACCP candidate must complete 20 hours of courses and one certifying exam in the following areas: The Advisors Act, Ethics, and Disclosure.

### **Series 65 License**

Series 65 is a securities license issued by the North American Securities Administrators Association (NASAA) that is administered by FINRA, which allows individuals to serve as investment advisors. Candidates who passed the Series 65 exam were tested on the following areas: laws, regulations, ethics, and investment products.