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March 22, 2024

FIRM BROCHURE (ADV Part 2A-2B)

This brochure provides information about the qualifications and business practices of Integrity Wealth Management, Inc. ("Advisor"). If you have any questions about the contents of this brochure, please contact us at (509) 315-9532. The information in this brochure has not been approved or verified by any federal or state securities authority. Additional information about Advisor is also available on the SEC's website at www.adviserinfo.sec.gov. The CRD number for Advisor is 150103.

Integrity Wealth Management, Inc. is a Registered Investment Adviser. Registration with any federal or state securities authority does not imply a certain level of skill or training.

Item 2 - Summary of Material Changes

This update is provided further to our brochure dated June 23, 2023 and updates our assets under management. Additionally, we have removed TD Ameritrade as a potential custodian following their merger with Charles Schwab.

In the future, this section will discuss specific material changes that are made to the Brochure and provide clients with a summary of such changes. Following the SEC and state rules, we will ensure that clients receive a summary of any materials changes to this and subsequent Brochures by within 120 days of the close of our fiscal year. We will provide other ongoing disclosure information about material changes as necessary.

Item 3—Table of Contents

	Page
Item 1 Cover Page.....	1
Item 2 Summary of Material Changes.....	2
Item 3 Table of Contents.....	2
Item 4 Advisory Business.....	3
Item 5 Fees and Compensation.....	5
Item 6 Performance-Based Fees and Side-by-Side Management.....	6
Item 7 Types of Clients.....	6
Item 8 Methods of Analysis, Investment Strategies and Risk of Loss.....	6
Item 9 Disciplinary Information.....	7
Item 10 Other Financial Industry Activities and Affiliations.....	7
Item 11 Code of Ethics, Participation or Interest in Client Transactions, Personal Trading.....	7
Item 12 Brokerage Practices.....	7
Item 13 Review of Accounts.....	8
Item 14 Client Referrals and Other Compensation.....	8
Item 15 Custody.....	8
Item 16 Investment Discretion.....	8
Item 17 Voting Client Securities.....	8
Item 18 Financial Information.....	8
— ADV Part 2B - Supplemental Brochure.....	9-12

Item 4– Advisory Business

Principal Owner

Brian S. Simpson, born in 1966, is the President and sole owner of Integrity Wealth Management, Inc. Mr. Simpson incorporated Integrity Wealth Management, Inc. ("Advisor") in May, 2009. (Throughout the remainder of this brochure, we may refer to Advisor as "we", "our", "our firm" or "the firm").

Individual Customized Portfolios

Through our Investment Advisor Representatives ("Representatives") we provide personalized confidential financial planning and investment management to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses. This includes money management services, custom designed to each client's specific goals, objectives and risk tolerance. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning. Our firm is strictly a fee-only financial planning and investment management firm. The firm does not sell annuities, insurance, limited partnerships, or other commissioned products. The firm is not affiliated with entities that sell financial products or securities. No commissions in any form are accepted. No finder's fees are accepted. Our firm does not act as a custodian of client assets. The client always maintains asset control. We place trades for clients under a limited power of attorney.

Asset Management

Assets are invested primarily in no-load mutual funds, exchange-traded funds ("ETF"), and individual stocks and bonds with Charles Schwab & Company or Fidelity Investments (collectively referred to as "Custodian") on a discretionary or non-discretionary basis. However, other investments available through Custodian may be utilized for your portfolio. ETF and fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. The Custodians charge separate transaction fees for mutual funds, exchange traded funds, stocks and bonds. Our firm does not receive any compensation, in any form, from fund companies.

Financial Planning

We normally offer financial planning services as part of our asset management services for no additional fee. Financial planning typically involves providing a variety of advisory services to clients regarding the management of their financial resources based upon an analysis of their individual needs. These services can range from broad, comprehensive, financial planning to consultative or single subject planning. Financial plans are based on your financial situation at the time we present the plan to you, and on the financial information you provide to us. You must promptly notify our firm if your financial situation, goals, objectives, or needs change.

If you elect to engage our firm for financial planning-only services, you will be charged based on our hourly rate or a flat fee and will be under no obligation to act on our financial planning recommendations. Should you choose to act on any of our recommendations, you are not obligated to implement the financial plan through any of our other investment advisory services. Moreover, you may act on our recommendations by placing securities transactions with any brokerage firm.

Retirement Plan Discretionary Investment Management Services:

These services are designed to allow the Plan fiduciary to delegate responsibility for managing, acquiring and disposing of Plan assets that meet ERISA requirements. We will perform these investment management services and will charge a fee as described in this Form ADV and the Retirement Agreement. We will perform these services to the Plan as a fiduciary defined under ERISA Section 3 (21) and will act with the degree of diligence, care and skill that a prudent person rendering similar services would exercise under similar circumstances. We also may provide investment management services with discretionary authority or control over assets of the Plan. These services are typically referred to as 3(38) investment services. Specifically, the Sponsor may determine that we should perform the following services:

1. Preparation and Delivery of the Plan's Investment Policy Statement ("IPS"): We will review with the Sponsor the investment objectives, risk tolerance and goals of the Plan. We will prepare and deliver an IPS to the Sponsor that aligns with the objectives and goals previously identified by the Sponsor.
2. Selection and Monitoring of the Plan's Investment Options ("PIO"): Once the IPS is approved by the Sponsor, we will review the investment options available to the Plan and will select the PIO. As to be offered to Plan participants that meet the criteria set forth in the IPS. On an ongoing basis, we will monitor and evaluate the PIO to be offered to the Plan participants and replace PIO, when necessary, to meet the criteria of the Plan's IPS.
3. Qualified Default Investment Alternative(s) ("QDIAs") Management: We will develop model portfolios using a prudent process for each Plan if QDIAs are required.

Retirement Plan Non-Discretionary Investment Advisory Services

These services are designed to allow the Sponsor to retain full discretionary authority or control over assets of the Plan with us making investment recommendations to the Sponsor. We will perform these nondiscretionary investment advisory services and may charge a fee for the Services, as described in the Advisory Agreement. We will perform these investment advisory services to the Plan as a fiduciary defined under ERISA Section 3(21) and will act with the degree of diligence, care and skill that a prudent person rendering similar services would exercise under similar circumstances. Specifically, the Sponsor may engage us to perform one or more of the following non-discretionary investment advisory services:

1. Recommendations to Establish or Revise the Plan's IPS: We will review with the Sponsor the investment objectives, risk tolerance and goals of the Plan. If the Plan does not have an IPS, we will recommend investment policies to assist the Sponsor to establish an appropriate IPS. If the Plan has an existing IPS, we will review it for consistency with the Plan's objectives.
2. Recommendations to Select and Monitor the Plan Investment Options ("PIO"): Based on the Plan's IPS or other guidelines we will review the PIO available to the Plan and will make recommendations to assist the Sponsor to select the PIO offered. Once the Sponsor selects the PIO we will, on a periodic basis and/or upon reasonable request, provide reports, information and recommendations to assist the Sponsor in monitoring the PIOs. If the IPS criteria require a PIO to be removed, we will provide information, analysis and recommendations to the Sponsor to help evaluate replacing the same.

Retirement Plan Additional Services

While we cannot direct the Plan participant's investments we may assist Plan participants in evaluating retirement goals and provide valuable information to help maximize the benefits of the Plan participant's retirement Plan. The scope of the employee retirement Planning will include only that which is considered to be investment education under the DOL's Interpretive Bulletin 96-1.

If we are providing Retirement Plan Services to the Plan we may, when requested by a Plan participant or beneficiary, arrange to provide services to that participant or beneficiary through a separate agreement that excludes any investment advice on Plan assets (but may consider the participant's or beneficiary's interest in the Plan in providing that service). If a former Plan participant or beneficiary desires to affect an IRA Rollover, we will obtain positive written consent from the former Plan participant. Any decision to affect the rollover or about what to do with the rollover assets remain that of the participant or beneficiary alone.

Selection of Other Advisers

As part of our investment advisory services, we may recommend that you use the services of a third party money manager or sub-advisor ("Manager") to manage all, or a portion of, your investment portfolio. After gathering information about your financial situation and objectives, we may recommend that you engage a specific Manager or investment program. Factors that we take into consideration when making our recommendations include, but are not limited to, the following: the Manager's performance, methods of analysis, fees, your financial needs, investment goals, risk tolerance, and investment objectives. The Manager(s) will actively manage your portfolio and will assume discretionary investment authority over your account.

Wrap Fee Program(s)

We do not currently manage or sponsor wrap fee programs. As of December 31, 2023, we managed \$ 116,928,445 in assets, which includes \$ 80,662,339 on a discretionary basis and \$ 36,266,106, on a non-discretionary basis.

Item 5 - Fees and Compensation

Asset Management

Our firm is a fee based investment advisor. We base our fees on a percentage of assets under management. The annual fee is based on a percentage depending on the level of investable assets:

Portfolio Value Annual Fee

The first \$250,000 at 1.25%

The next \$250,000 at 1.00%

The next \$1,500,000 at 0.80%

The next \$3,000,000 at 0.60%

Above \$5,000,000 0.50%

Certain long-term clients may be subject to a different fee schedule. We may have current client relationships which pay fees that are higher or lower than the fee schedule above. Fees are based on the average daily balance of the total market value of the securities assets in the investment account. The specific manner in which fees are charged by our firm is established in a client's written agreement with the Firm. Advisory fees are automatically deducted from your account directly by your Custodian, although some Clients have requested an invoice.

Client is responsible for the transaction charges, fees and other expenses charged by Custodian. In all instances, the Advisor will send the client a written invoice, including the fee, the formula used to calculate the fee, the fee calculation itself, the time period covered by the fee, and, if applicable, the amount of assets under management on which the fee was based and the name of the Custodian. The Advisor will send these to the client concurrent with the request for payment or payment of the Advisor's advisory fees. We urge the client to compare this information with the fees listed in the account statement received from the Custodian.

All Fees charged by the Advisor for investment management services are separate and distinct from the fees and expenses charged by mutual funds, exchange traded funds and unit investment trust, etc. In these cases, the fees and expenses are described in each fund's prospectus and will generally include a management fee, other fund expenses, and a possible distribution fee. Accordingly, you should review these fees, those charged by the Custodian, the Manager (if any) and the Fees charged by the Advisor to fully understand the total amount of fees to be paid. Additionally, the investments selected for you are not exclusively available to the Advisor, and could be obtained through other firms at a lower fee.

Financial Planning

If you engage our firm for financial planning-only services, we charge an hourly fee of \$250 or a flat fee of up to \$12,000 which is negotiable depending on the scope and complexity of the plan, your situation, and your financial objectives. An estimate of the total time/cost will be determined at the start of the advisory relationship. In limited circumstances, the cost/time could potentially exceed the initial estimate. In such cases, we will notify you and request that you approve the additional fee.

Selection of Other Advisers

In the event we recommend that you use other Manager(s) the fees that you pay to the Manager are in addition to the Advisor fee and in accordance with the separate agreement you enter with each Manager. These fees may or may not be negotiable.

Types of Agreements

The following agreements define the typical client relationship: ***Discretionary***: A Discretionary contract allows your financial advisor to execute trades for your account at his or her discretion without requiring your prior approval. If you so chose, we will accept discretionary authority (by contract) to manage securities accounts on your behalf. This will give our firm the authority to determine, without obtaining your specific consent, the securities to be bought or sold, and the amount of the securities to be bought or sold for your account. ***Non-Discretionary***: Non-discretionary agreements require our firm to obtain your permission prior to executing each trade.

Item 6 - Performance-Based Fees and Side-By-Side Management

Our firm does not use a performance-based fee structure because of the potential conflict of interest. We believe that performance-based compensation creates an incentive for an adviser to recommend an investment that may carry a higher degree of risk to the client. Fees are based on assets under management only.

Item 7 - Types of Clients

Our firm provides investment advice to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations and businesses. Client relationships vary in scope and length of service.

We do not impose a minimum account size but typically have a minimum annual fee of \$1,000, however we may lower or waive the fee at our discretion. Exceptions to our minimum fee will apply to employees of our firm and their relatives, or relatives of existing clients, or other clients with other circumstances. Clients subject to a minimum fee may pay a higher percentage rate on their annual fees than the fees paid by clients with greater assets under management and not subject to the minimum fee.

Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Security analysis methods may include charting, fundamental analysis, technical analysis, and cyclical analysis. The main sources of information include research subscription services, websites, financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk**: Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk**: The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk**: When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk**: Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk**: This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.

- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Item 9 - Disciplinary Information

There are no disciplinary events or history to disclose.

Item 10 - Other Financial Industry Activities and Affiliations

There are no other Financial Industry Activities or Affiliations.

Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

We have implemented policies and procedures to govern our employees and to mitigate the conflicts of interest we encounter when providing our advisory services to clients. These include:

- A Code of Ethics that each employee is required to review and sign an acknowledgement of receipt and understanding (upon hire, and annually);
- Prohibitions on the misuse of material non-public information;
- Personal securities trading policies and procedures (governing not only our employee but also the members of their household and any other securities or brokerage accounts where they have beneficial ownership of with a spouse, family member or other person). Employees are not allowed to:
 - Trade on inside information.
 - "Front-run" or trade in anticipation of client transactions.
 - Trade or participate in any activity prohibited under the federal securities laws.
 - Place their interests in front of clients.

We strive to achieve the highest ethical and fiduciary standards (in dealing with Clients, the public, vendors, prospective clients and each other). As a fiduciary, we have an affirmative duty to act with integrity, competence and care; this includes disclosing all potential and actual conflicts of interest.

We perform services for various other clients. We do not have any material financial interest in recommended securities outside of situations noted in this section. We may give advice or take actions for our clients that differ from the advice given to other clients. The timing or nature of any action taken for all clients or other sponsors may also vary. For more information or to request a copy of our Code of Ethics, please contact us at 208.746.2007.

Item 12 - Brokerage Practices

Our firm does not have any affiliation with product sales firms. As noted above, we typically recommend Charles Schwab or Fidelity Investments as a Custodian, however, it remains your ultimate decision on which Custodian to choose. Our firm does not receive fees or commissions from any of these arrangements. Our firm does not receive any soft dollar fees. However, we receive back office trading software, research and support from the Custodians via their trading software. The software provided may be of benefit to the Advisor but not to you.

Item 13 - Review of Accounts

Clients' accounts are reviewed on a regular basis. Accounts may be reviewed more frequently if there is any unusual activity in the securities held by such account. Macro economic events could incur a more frequent review of your portfolio value. Clients will receive, at minimum, a quarterly statement from their Custodian, which is the official record of their account.

Item 14 - Client Referrals and Other Compensation

Our firm has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals. Our firm does not accept or pay referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Item 15 - Custody

All assets are held at Custodian, which means they provide account statements directly to clients at their address of record on a monthly basis. Our firm urges you to carefully review such statements and compare such official Custodial records to the account statements that we may provide to you. We may send you performance statements. Our firm's statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities, so please rely on your Custodial statement as the official record of your account values. As noted above, we have the ability to deduct our advisory fee directly from Client accounts. Additionally, we are reporting custody on certain accounts where the client has requested the ability to electronically transfer assets to a third-party through a standing limited power of attorney (known as a SLOA). Although we do not have any relationship, affiliation or share an address with any of the third parties, we are following SEC guidelines to report having custody of these assets. Other than these situations, we do not have custody of any client assets.

Item 16 - Investment Discretion

Our firm, in some client relationships, accepts discretionary authority to manage securities accounts on behalf of clients. With discretion, we have the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. However, our firm consults with the client prior to each trade to obtain concurrence if a blanket trading authorization has not been given i.e. non-discretionary trading authority.

Clients determine which type of relationship, discretionary or non-discretionary, that best suits their investment needs objectives prior to any trades being placed on their behalf. The client determines the Custodian to be used and the approves the commission rates paid to the Custodian. Our firm does not receive any portion of the transaction fees or commissions paid by the client to the Custodian on certain trades. Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement your investment plan.

Item 17 - Voting Client Securities

As a matter of firm policy and practice, we do not have any authority to and do not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. Representatives may provide advice to clients regarding the clients' voting of proxies. The only exception to this is the possibility of voting proxies for Retirement Plans. In the event proxy voting is performed for a retirement plan a record of the voting will be maintained. If you have any questions or would like to review the record of proxy voting, please call (509) 315-9532.

Item 18 - Financial Information

Our firm does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients, and has not been the subject of a bankruptcy proceeding. A balance sheet is not required to be provided because our firm does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$500 per client, and six months or more in advance.



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FIRM BROCHURE SUPPLEMENT BRIAN S. SIMPSON

This brochure supplement provides information about Brian S. Simpson in conjunction with the Integrity Wealth Management, Inc. brochure. You should have received a copy of that brochure. Please contact us at 509-315-9532 if you did not receive Integrity Wealth Management, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Brian S. Simpson (CRD#2309646) is available on the SEC's website at www.adviserinfo.sec.gov.

Please retain this Form ADV Brochure Supplement for future reference, as it contains important information if you decide to add services or establish additional advisory accounts at Integrity Wealth Management, Inc. We will provide you with an annual offer of the Brochure that is always available to you at no cost.

Item 2 - Educational Background and Business Experience

Brian S. Simpson, born 1966, obtained a BS in Financial Services in 1992 from San Diego State University. From 1995 through 2009 he worked for Charles Schwab & Co as a Vice-President/Financial Consultant. From May 2009 to the present he has been affiliated with Integrity Wealth Management, Inc. as the owner and investment advisor representative.

Item 3 - Disciplinary Information

Mr. Simpson does not have, nor has he ever had, any disciplinary disclosures.

Item 4 - Other Business Activities

Brian Simpson is vice-president of the Haiti Children's Rescue Mission Fundraising Committee. He spends less than 1% of his time dedicated to this non-profit organization. He has also made a passive private investment in Selkirk Pharma, Inc. He does not solicit this investment for any clients, nor does he spend any time on the investment.

Item 5 - Additional Compensation

Brian Simpson does not receive any additional compensation for providing advisory services beyond that received as a result of his capacity as President of Integrity Wealth Management, Inc.

Item 6 - Supervision

Brian Simpson is the owner and sole investment adviser representative of Integrity Wealth Management, Inc. Brian Simpson can be reached at (509) 315-9532.



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FIRM BROCHURE SUPPLEMENT CRAIG S. WESSELS

This brochure supplement provides information about Craig S. Wessels in conjunction with the Integrity Wealth Management, Inc. brochure. You should have received a copy of that brochure. Please contact us at 509-315-9532 if you did not receive Integrity Wealth Management, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Craig S. Wessels (CRD#4661491) is available on the SEC's website at www.adviserinfo.sec.gov.

Please retain this Form ADV Brochure Supplement for future reference, as it contains important information if you decide to add services or establish additional advisory accounts at Integrity Wealth Management, Inc. We will provide you with an annual offer of the Brochure that is always available to you at no cost.

Item 2 - Educational Background and Business Experience

Craig Wessels, born 1979, obtained a Bachelors Degree in Marketing from the University of Idaho in 2003. From 2003 through 2004 he was a Financial Advisor with American Express. He was a Financial Consultant with Charles Schwab & Co. from 2004 through 2018. In March 2018 he affiliated with Integrity Wealth Management, Inc. as an investment advisor representative.

Item 3 - Disciplinary Information

Mr. Wessels does not have any disciplinary disclosures.

Item 4 - Other Business Activities

Mr. Wessels does not have any other Business Activities.

Item 5 - Additional Compensation

Aside from owning a rental property, Mr. Wessels does not have any other Additional Compensation.

Item 6 - Supervision

Brian Simpson is the Chief Compliance Officer and has the supervision responsibilities for Integrity Wealth Management, Inc. Brian Simpson can be reached at (509) 315-9532.