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February 20, 2024

This Brochure provides information about the advisory personnel on whom you may rely for investment advice. Please contact IP FINANCIAL ADVISORY SERVICES LLC if you did not receive our Brochure (ADV Part 2A) or if you have any questions about the contents of this supplement. Additional information about IP FINANCIAL ADVISORY SERVICES LLC or advisory personnel is available on the SEC's website at www.advisorinfo.sec.gov.

Advisory Personnel

Steven Hoffman

CRD#: 6255397

IP Financial Advisory Services LLC: Form ADV, Part 2B Steven Hoffman

Item 2- Business Experience

Investment Advisor Name: Steven Hoffman

Year of Birth: 1963

Education: Steven Hoffman is an investment advisor representative with IP Financial Advisory Services LLC. He currently possesses the FINRA SIE, Series 6, 63, and 65 licenses. He conducts advisory business in the states of CA and OK.

Business Background:

IP Financial Advisory Services LLC – 01/2020 – Present – Investment Advisor Representative
Innovation Partners LLC – 01/2015 – Present – Registered Representative and Investment Advisor Representative
Hegemon Group International. – 11/2014 – 01/2015 – Associate (Executive Field Chairman)
Transamerica Financial Advisors Inc. – 03/2014 – 11/2014 – Registered Representative
World Financial Group - 2011 – 2014 - Associate (Marketing Director)
BackProject Corporation – 12/2001 - Present– Founder, President & CEO

Item 3 – Disciplinary Information

Registered advisers 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.

Item 4 – Other Business Activities

Steven Hoffman is compensated for the sale of securities through Innovation Partners LLC. He is the founder, president and CEO of BackProject Corporation. He is a certified financial educator instructor for Heartland Institute of Financial Education. Mr. Hoffman is also a college planning consultant for HIFE College Planning, and he is a rental property owner and real estate broker. He is a teacher of financial education for the Fremont Union High School District, and he is the sole proprietor for Wealth Tuneup. Mr. Hoffman is also the sole proprietor of Tax Prep and Estate Planning Services. Innovation Partners LLC, BackProject Corp, Heartland Institute of Financial Education, HIFE College Planning, Mr. Hoffman's rental property and real estate activities, Fremont Union High School District, Wealth Tuneup, Tax Prep and Estate Planning Services, and IP Financial Advisory Services LLC, are not affiliated entities or activities.

IP Financial Advisory Services LLC is a registered investment advisory firm and is also a licensed Insurance agency. Our representatives are registered with IP FINANCIAL ADVISORY SERVICES LLC as investment advisor representative and may also be licensed insurance agents. IP FINANCIAL ADVISORY SERVICES LLC and our representatives, acting in capacity as insurance agents, will earn commission-based compensation for selling insurance products such as life, health, and long-term care products. Insurance commissions are separate from our advisory fees. This practice presents a conflict of interest where representatives providing investment advice on behalf of our firm and who are also insurance agents may have an incentive to recommend insurance products to clients for the purpose of generating commissions. In addition, IP FINANCIAL ADVISORY SERVICES LLC is a fiduciary and must act in the best interest of clients. Clients are under no obligation, contractually or otherwise, to purchase insurance products or any other products through IP FINANCIAL ADVISORY SERVICES LLC.

IP FINANCIAL ADVISORY SERVICES LLC and our representatives may recommend that clients use a third-party investment advisor ("TPIA") based on their needs and suitability. Prior to referring clients to third party advisors IP FINANCIAL ADVISORY SERVICES LLC ensures that the third-party advisors are duly licensed or notice filed with the Department of Corporations or other appropriate jurisdictions. IP FINANCIAL ADVISORY SERVICES LLC and our representatives may receive compensation from these TPIAs for recommending that clients use their services. This compensation generally takes the form of the TPIA sharing a percentage of the advisory fee the client pays to them with IP FINANCIAL ADVISORY SERVICES LLC and the respective representative.

IP Financial Advisory Services LLC: Form ADV, Part 2B Steven Hoffman

These compensation arrangements present a conflict of interest because IP FINANCIAL ADVISORY SERVICES LLC and our representatives may have a financial incentive to recommend TPIAs that pay fees rather than those that don't. In addition, IP FINANCIAL ADVISORY SERVICES LLC and our representatives may have a conflict to refer clients to those TPIAs that pay higher fees over those that pay lower fees. Clients are not obligated, contractually or otherwise, to use the services of any TPIA that IP FINANCIAL ADVISORY SERVICES LLC or our representatives recommend.

IP FINANCIAL ADVISORY SERVICES LLC provides actuarial and other consulting services. The fees for such services are separate and apart from the advisory fees charged by IP FINANCIAL ADVISORY SERVICES LLC. The actuarial and other consulting services that IP FINANCIAL ADVISORY SERVICES LLC provides include but are not limited to the following:

- Actuarial Analysis
- Stochastic Analysis
- Risk Analysis
- Charitable Lead Annuity Tax Planning
- Structured Tax Planning
- Income and Withdrawal Planning
- Benefit and Compensation Planning
- Life, Health, and Disability Analysis
- Long Term Care Insurance Analysis
- Supplemental Executive Retirement Planning
- Estate and Gift Tax Planning
- Charitable Planning
- Business Succession Planning

Item 5 – Additional Compensation

Registered Investment Advisors are required to disclose if the supervised person received an economic benefit from someone who is not a client for providing advisory services. No information is applicable to this Item.

Item 6 – Supervision

The supervised person is monitored by the Chief Compliance Officer (CCO)/Authorized Compliance Officers and Chief Investment Advisory Principal through periodic sampling of archived emails, mandatory compliance meetings and ongoing review of marketing materials.

Item 7 – Requirement for State Registered Advisors

Registered Investment Advisors are required to disclose whether the supervised person has been involved in any events related or otherwise being found liable to arbitration claims alleging damages in excess of \$2,500.00, civil or self-regulatory organization or administrative proceedings involving: investment or investment related activity, fraud, false statement (s) or omissions, theft, embezzlement, wrongful taking of property, bribery, forgery, counterfeiting, extortion, dishonest, unfair and unethical practices. No information is applicable to this Item.

Registered Investment Advisors are required to disclose whether the supervised person has been the subject of a bankruptcy petition. No information is applicable to this item.