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This Brochure provides information about the advisory personnel on whom you may rely for investment advice. Please contact IPFS 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 IPFS LLC or advisory personnel is available on the SEC's website at www.advisorinfo.sec.gov.

Advisory Personnel

Lonnie McLane

CRD#: 2049875

IP Financial Advisory Services LLC: Form ADV, Part 2B Lonnie McLane

Item 2- Educational Background and Business Experience

Investment Advisor Name: Lonnie McLane

Year of Birth: 1956

Education: Mr. McLane is an Investment Advisor Representative with IP Financial Advisory Services LLC. He passed the FINRA Series 6, 63 and 65 exams. He conducts advisory business in the state of Michigan.

Business Background:

IP Financial Advisory Services LLC – 12/2019 – Present – Investment Advisor Representative
Innovation Partners LLC: 06/2017 – Present – Investment Advisor Representative and Registered Representative
Mid-Thumb Insurance: 02/1986 to Present – Owner/Insurance Sales
Mid Thumb Financial Planning: 01/1984 to Present– Owner
Sigma Financial Corporation: 10/1994 – 05/2017 - Associate

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

Lonnie McLane is a registered representative and insurance agent with Innovation Partners LLC. Mr. McLane is a licensed life, accident and health, variable contracts and fixed annuity insurance agent in the state of MI. He is the president of Estate & Tax Consultants LLC, a tax preparation and tax consulting firm, that also provides bookkeeping and tax resolution services. Mr. McLane receives consulting fees and commissions from the activities associated with the afore-mentioned companies. Innovation Partners LLC, Estate & Tax Consultants LLC and IP Financial Advisory Services LLC are not affiliated entities.

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.

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:

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- 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.