



Fairview Plaza Office Complex

5950 Fairview Road

Suite 140

Charlotte, NC 28210

980-326-3335

www.ipfinancialservicesllc.com

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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 were not provided with information of where to access the 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

Lynn Smeraldo

CRD#: 1884870

IP Financial Advisory Services LLC: Form ADV, Part 2B Lynn Smeraldo

Item 2- Business Experience

Investment Advisor Name: Lynn Smeraldo

Year of Birth: 1952

Education: Cambridge Institute of Fine Art: October 1970-June 1972
Harvard: Oct 1970 to June 1973
Goddard College Institute of Social Ecology: October 1972- June 1974
University of Miami School of Law: Heckerling Estate Planning Institute – 1992 through Present

Lynn Smeraldo is an investment advisor representative with IP Financial Advisory Services LLC. She has passed the FINRA SIE, Series 7, 63, and 65 exams. Ms. Smeraldo possesses vast knowledge of the financial industry, and her services include, but are not limited to, advanced estate planning, profit and non-profit business planning, tax efficiency planning, asset protection planning and elder law planning. Ms. Smeraldo maintains a BFA (Behavioral Financial Advisor) professional designation which she uses in her practice. A BFA designation is obtained by completing two courses related to behavioral finance and a certification exam must be passed. Ms. Smeraldo also uses her BFA to offer volunteer consulting services to the organizational development department at the University of South Florida/ Moffitt Research. She conducts advisory business in the states of CA, FA, LA, NC, and PA

Business Background:

IP Financial Advisory Services LLC– 05/2022 – Present – Investment Advisor Representative
Innovation Partners LLC. – 05/2022 - Present - Registered Representative
Smeraldo Financial – 08/2018 – Present – Financial Advisor specializing in Advanced Estate and Business Planning
Cetera – DBA: Genesis Wealth Advisor Group – 10/2016 – 08/2018 – Financial Advisor
Investors Capital– 05/2010 – 10/2016 – Financial Advisor specializing in Estate Planning

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

Lynn Smeraldo is compensated for the sale of securities through Innovation Partners LLC. She conducts business under the DBA of Smeraldo Financial, she is a volunteer board member of Dunedin Council of Organizations, and she is a volunteer of the Rotary Club of Dunedin. Ms. Smeraldo is also a participant of the Occupational Development Department at USF/Moffitt Cancer Research Center. Innovation Partners LLC, Smeraldo Financial, Dunedin Council of Organizations, Rotary Club of Dunedin, the Occupational Development Department at USF/Moffitt Cancer Research Center, and IP Financial Advisory Services LLC are not affiliated entities.

IP Financial Advisory Services LLC (IPFS 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.

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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:

- 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.

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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