

**Part 2A of Form ADV: *Firm Brochure***

**Peterson Wealth Advisors, LLC**

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03/14/2016

**This brochure provides information about the qualifications and business practices of Peterson Wealth Advisors, LLC (hereinafter “PWA” or “firm” or “we”). If you have any questions about the contents of this brochure, please contact us at (801) 225-0000 or at [scott@petersonwealth.com](mailto:scott@petersonwealth.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.**

**Additional information about PWA is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. The CRD number for PWA is 146349.**

## **Item 2. Summary of Material Changes**

On July 21, 2010, the U. S. Securities and Exchange Commission (the "SEC") unanimously adopted changes to Form ADV, Part II. All fifty states have also adopted the new format, with some additional state-specific disclosures mandated. The new Part 2, also known as the "Brochure" has 18 separate items that our firm must address (19 for state-registered advisers), each of which requires disclosure on a distinct topic, and answers must be presented in the order of the items in the form, using the headings in the form. Our goal is to provide you with easy-to-understand "plain-English disclosure," using an easy-to-read format and definite, concrete, everyday words.

It is our firm's policy to revise all Form ADV filings whenever they become materially inaccurate and to notify our clients of material changes within 30 days of the change. Our current (updated) Form ADV Part 2 will be available to our existing and prospective clients 24 hours a day through the Investment Adviser Public Disclosure website. Additionally, we will annually and within 120 days of the end of our fiscal year, provide you either: (i) a copy of our Form ADV, Part 2 that includes or is accompanied by a summary of material changes; or (ii) a summary of material changes that includes an offer to provide a copy of the current Form ADV Part 2. We urge you to carefully review all subsequent summaries of material changes, as they will contain important information about any significant changes to our advisory services, fee structure, business practices, conflicts of interest, and disciplinary history.

The material changes in this brochure from the last annual updating amendment of PWA on February 20, 2015 are described below. This list summarizes changes to policies, practices or conflicts of interests only.

- PWA has updated their fee schedule. (Item 5).
- PWA has updated Item 12 to disclose that they utilize both Fidelity Institutional Wealth Services and TD Ameritrade Institutional as custodians.
- PWA has updated Item 13.
- PWA has updated Item 16.

**Item 3. Table of Contents**

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#### **Item 4. Advisory Business**

PWA is a fee-based SEC-registered investment adviser with its principal place of business located in Orem, Utah. Our firm has been in business since 2008, with Scott Martin Peterson as sole owner and Chief Compliance Officer.

Discretionary assets under our firm's management were \$112,432,023 as of December 31, 2015.

##### Portfolio Management Services

PWA is in the business of managing individually tailored investment portfolios. Our firm provides continuous advice to a client regarding the investment of client funds based on the individual needs of the client. Through personal discussions in which goals and objectives based on a client's particular circumstances are established, we develop a client's personal investment policy and create and manage a portfolio based on that policy. During our data-gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. We may also review and discuss a client's prior investment history, as well as family composition and background.

We will manage advisory accounts on a discretionary or non-discretionary basis, depending on the specific agreement with the client. For discretionary accounts, we will implement transactions without seeking prior client consent. For non-discretionary accounts, we will seek prior client consent for every contemplated transaction. Therefore, clients with non-discretionary accounts should understand that any delay in obtaining consent may result in less favorable transaction terms, including higher security price and/or limited availability of the securities sought.

Account supervision is guided by the stated objectives of the client (i.e., maximum capital appreciation, growth, income, or growth and income), as well as tax considerations. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors.

Our investment recommendations are not limited to any specific product or service offered by a broker dealer or insurance company and will primarily include advice regarding the following instruments:

- “No-load” or “load-waived” mutual funds
- Exchange Traded Funds
- Variable annuities
- Certificates of deposit

Occasionally, we may also recommend investments in equity and corporate debt securities.

We tailor all of our portfolio management recommendations to the individual needs of each client. All such recommendations are tailored based on information gathered through client questionnaires, telephone and in-person discussions.

## **Item 5. Fees and Compensation**

### Portfolio Management Services

For this service, we charge a maximum annual fee based on a percentage of assets under our management, in accordance with the following schedule:

<u>Assets Under Management (\$)</u>	<u>Annual Fee (%)</u>
\$0 to \$250,000	1.4%
\$250,001 to \$500,000	1.3%
\$500,001 to \$750,000	1.2%
\$750,000 to \$1,000,000	1.1%
\$1,000,000 and above	1.0%

We will generally directly debit client custodial accounts for portfolio management fees.

Portfolio management fees are billed quarterly or monthly in advance at the beginning of each month or quarter, based upon the portfolio value on the last day of the previous calendar month or quarter.

### Seminars/Speaking Engagements

There is typically no charge for attending these events.

### Fees in General

Fees and account minimums for all services are negotiable based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, competitive considerations, etc.). Discounts, not generally available to our advisory clients, may be offered to family members and friends.

We may group certain related client accounts for the purposes of determining the account size and/or annualized fee.

Certain legacy client agreements may be governed by fee schedules different from those listed above.

Under no circumstances will we earn fees in excess of \$1,200 more than six months in advance of services rendered.

### Account Termination

Clients will have a period of five (5) business days from the date of signing the agreement to unconditionally rescind the agreement and receive a full refund of all fees. Thereafter, the client may terminate the agreement by providing us with a written or oral notice at our principal place of business.

Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

Mutual Fund and ETF Fees and Expenses: All fees paid to our firm for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and ETFs to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. A client could invest in a mutual fund or and ETF directly, without the services of our firm. In that case, the client would not receive the services provided by us which are designed, among other things, to assist the client in determining which mutual fund or funds or ETFs are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and ETFs and the fees charged by us to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

#### Brokerage and Custodial Fees

In addition to advisory fees paid to our firm, clients will also be responsible for all transaction, brokerage, and custodial fees incurred as part of their account management. Please see Item 12 of this Brochure for important disclosures regarding our brokerage practices.

#### Additional Compensation Received by Us

Scott Peterson is a registered securities representative with Mutual Securities, Inc. (hereinafter, "MSI"), a registered broker dealer, member FINRA/SIPC and an insurance agent/broker with Peterson Insurance Agency, Inc. (hereinafter, "PIA"), an independent insurance agency licensed by the State of Utah and various other unaffiliated insurance companies. PIA is related to our firm by virtue of common ownership and control. In these capacities, Mr. Peterson may recommend securities, insurance, or other investment products, and receive normal securities and/or insurance transactions commissions if products are purchased through MSI, PIA or any other insurance company with which Mr. Peterson is appointed. Thus, a conflict of interest exists between the interests of Mr. Peterson and those of the advisory clients, creating an incentive for him to recommend investment and/or insurance products that would be based on the compensation received, rather than on a client's needs. However, clients are under no obligation to act upon any investment recommendations of Mr. Peterson or to effect any transactions through him if they decide to follow the recommendations. Mr. Peterson does not limit his recommendations to products or services offered by MSI or PIA and ensures that all recommendations are appropriate for a client's specific needs. Clients have the option to purchase investment and insurance products recommended through other brokers and insurance companies not affiliated with our firm. Please refer to Item 10 of this Brochure for a more detailed explanation of how our firm handles and mitigates these conflicts of interest.

Our firm's advisory fees may be reduced by the amount of commissions, markups, or 12b-1 distribution fees received by Mr. Peterson. Any such fee reductions are determined at our sole discretion.

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

We do not charge any fees based on a share of capital gains on or capital appreciation of the assets of a client.

**Item 7. Types of Clients**

We normally impose a minimum account size of \$100,000 for Portfolio Management services.

Our firm generally provides advisory services to individuals, trusts, estates, charitable organizations, corporations and other business entities.

**Item 8. Methods of Analysis, Investment Strategies and Risk of Loss**

Our firm employs the following types of analysis to formulate client recommendations:

Mutual fund and/or ETF analysis: We look at the experience and track record of the manager of the mutual fund or ETF in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We also look at the underlying assets in a mutual fund or ETF in an attempt to determine if there is significant overlap in the underlying investments held in other funds in the client's portfolio. We also monitor the funds or ETFs in an attempt to determine if they are continuing to follow their stated investment strategy.

A risk of mutual fund and/or ETF analysis is that, as in all securities investments, past performance does not guarantee future results. A manager who has been successful may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a fund or ETF, managers of different funds held by the client may purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the fund or ETF, which could make the fund or ETF less suitable of the client's portfolio.

Risks for all forms of analysis: Our securities analysis method relies on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

Our firm employs the following investment strategies to implement investment advice given to clients:

Long-term purchases: We mostly purchase securities with the idea of holding them in the clients account for a year or longer. We may do this because we believe the securities to be currently undervalued. We may do this because we want exposure to a particular asset class over time, regardless of the short-term projection for this class.

A risk in a long-term purchase strategy is that, by holding the security for this length of time, we may not take advantages of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, a security may decline sharply in value before we make the decision to sell.

Short-term purchases: At times, we may also purchase securities with the idea of selling them within a relatively short time (typically a year or less). We do this in an attempt to take advantage of conditions that we believe will soon result in a price swing in the securities we purchase.

A risk in a short-term purchase strategy is that, should the anticipated price swing not materialize, we are left with the option of having a long-term investment in a security that was designed to be a short-term purchase, or potentially taking a loss. In addition, this strategy involves more frequent trading than does a longer-term strategy, and will result in increased brokerage and other transaction-related costs, as well as less favorable tax treatment of short-term capital gains.

***Clients should understand that investing in any securities, including mutual funds, involves a risk of loss of both income and principal.***

#### **Item 9. Disciplinary Information**

Our firm has no reportable disciplinary events to disclose.

#### **Item 10. Other Financial Industry Activities and Affiliations**

As is disclosed in Item 5 of this Brochure, Scott Peterson is a registered securities representative with MSI and a licensed insurance agent/broker with PIA and various other unaffiliated insurance companies. Please refer to Item 5 for a detailed explanation of these relationships and important conflict of interest disclosures.

Clients should be aware that the receipt of additional compensation by our firm and its management persons or employees creates a conflict of interest that may impair the objectivity of our firm and these individuals when making advisory recommendations. Potential conflicts of interest also arise to the extent that these non-advisory activities may require a time commitment from Mr. Peterson, thus limiting the amount of time he can dedicate to management of advisory client accounts.

Since we endeavor at all times to put the interest of our clients first as part of our fiduciary duty as a registered investment adviser, we take the following steps to address these conflicts:

1. We disclose to clients the existence of all material conflicts of interest, including the potential for our firm and its employees to earn compensation from advisory clients in addition to our advisory fees;
2. We disclose to clients that they are not obligated to purchase recommended investment products from our employees;
3. We collect, maintain and document accurate, complete and relevant client background information, including the client's financial goals, objectives and risk tolerance;



4. Our management conducts regular reviews of each client account to verify that all recommendations made to a client are suitable to the client's needs and circumstances;
5. We require that our employees seek prior approval of any outside employment activity so that we may ensure that any conflicts of interests in such activities are properly addressed;
6. We periodically monitor these outside employment activities to verify that any conflicts of interest continue to be properly addressed by our firm; and
7. We educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to clients.

#### **Item 11. Code of Ethics, Participation in Client Transactions and Personal Trading**

##### Code of Ethics Disclosure

Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws. Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our code provides for oversight, enforcement and recordkeeping provisions. A copy of our Code of Ethics is available to our advisory clients and prospective clients upon request to Scott Peterson, Managing Member and Chief Compliance Officer, at the firm's principal office address.

Our firm or individuals associated with our firm may buy or sell securities identical to those recommended to or purchased for customers for their personal accounts. In addition, any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client. This practice results in a potential conflict of interest, as we may have an incentive to manipulate the timing of such purchases to obtain a better price or more favorable allocation in rare cases of limited availability.

To mitigate these potential conflicts of interest and ensure the fulfillment of our fiduciary responsibilities, we have established the following restrictions:

- 1) No principal or employee of our firm may buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No principal or employee of our firm may prefer his or her own interest to that of the advisory client;
- 2) It is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, and therefore, preventing such employees from benefiting from transactions placed on behalf of advisory

accounts;

- 3) We have available a list of all securities holdings for our firm and anyone associated with this advisory practice with access to advisory recommendations;
- 4) We emphasize the unrestricted right of the client to decline to implement any advice rendered, except in situations where our firm is granted discretionary authority.
- 5) All of our principals and employees must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.
- 6) Any individual not in observance of the above may be subject to disciplinary action or termination.

## **Item 12. Brokerage Practices**

PWA custodies client money at Fidelity Institutional Wealth Services (hereinafter, "FIWS") as well as at TD Ameritrade Institutional (hereinafter, "TDA"). While there are no formal soft dollar benefits to utilize either one of these custodians, PWA does receive economic benefits from these companies that we would otherwise not receive if we did not utilize these companies to custody our clients' investment portfolios. These benefits include: Dedicated trading desks that services the needs of both the FWIS and TDA participants, a dedicated service group and account service teams dedicated to our firm's accounts, access to a real time order matching system, ability to block trade, the electronic download of trades, access to interface with FWIS and TDA software which enables PWA to access client accounts online to view reports as well as transact trades and transfers and all other necessary activities in the management of client investment accounts, the ability to have advisory fees debited from client accounts (in accordance with state and federal requirements) and the availability of third party research and technology.

Additionally PWA is benefited by having access to hundreds of mutual fund families and thousands of mutual funds and exchange traded funds. Both FIWS and TDA provide a large selection of mutual funds and ETFs that can be purchased and sold free of transaction costs.

The fore mentioned benefits are not exclusively provided to PWA but are common benefits that any custodian would provide to any Registered Investment Advisory practice such as PWA. We vetted both FIWS and TDA, and prior to placing client money with these custodians the following was considered: commission rates charged to clients for the buying and selling of securities, annual brokerage account charges, wiring and mailing costs, the reliability of trade executions, the reliability of keeping records and the availability of those records, the investment offerings, the access to non-transaction fee investments, the clients' ability to access account information, the quality of the client portal, the custodian's general level of service and responsiveness and the overall technology offering of the custodian.

PWA does not derive any benefit monetarily or otherwise in return for higher trading costs, fees or commissions being paid to a custodian. We will periodically try to negotiate lower commissions and

fees for our clients with these custodians as well as investigate lower commission and fee structures with competing custodians.

### **Item 13. Review of Accounts**

Reviews: Managed accounts are reviewed at least monthly by Scott Peterson. Accounts are reviewed for consistency with client investment strategy, asset allocation, risk tolerance and performance relative to the appropriate benchmark. More frequent reviews may be triggered by changes in an account holder's personal, tax or financial status. Geopolitical and macroeconomic events may also trigger reviews.

Reports: In addition to the monthly/quarterly statements and confirmations of transactions that these clients receive from their custodian(s), we will provide access to online reports summarizing account performance, balances and holdings

### **Item 14. Client Referrals and Other Compensation**

Our firm does not receive any additional compensation from third parties for providing investment advice to its clients and does not compensate anyone for client referrals.

### **Item 15. Custody**

Custody is defined as any legal or actual ability by our firm to access client funds or securities. Under the current SEC rules, our firm is deemed to have limited custody of client assets because we directly debit client fees from their custodial accounts. We have custody of client funds; but only limited custody through direct fee deduction. Since all client funds and securities are maintained with a qualified custodian, we don't take physical custody of client funds or securities, nor are we authorized to hold or receive any stock, bond or other security or investment certificate or cash (except in the payment of our advisory fee) that is part of the client's account. Therefore, we urge all of our management clients to carefully review and compare their quarterly reviews of account holdings and/or performance results received from us to those they receive from their custodian. Should you notice any discrepancies, please notify us and/or your custodian as soon as possible.

### **Item 16. Investment Discretion**

For clients granting us discretionary authority to determine which securities and the amounts of securities that are to be bought or sold for their account(s), we request that such authority be granted in writing, typically in the executed advisory agreement.

Should the client wish to impose reasonable limitations on this discretionary authority, such limitations shall be included in this written authority statement. Clients may change/amend these limitations as desired. Such amendments must be submitted to us by the client in writing.

We reserve the right to decline acceptance of any client account in which the client desires PWA to transact trades or otherwise manage investments in a way that PWA deems not in the best interest of the client or detrimental to the overall success of the client's investment objectives.

#### **Item 17. Voting Client Securities**

As a matter of firm policy, we do not vote proxies on behalf of clients. Therefore, although our firm may provide investment advisory services relative to client investment assets, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets. Clients are responsible for instructing each custodian of the assets to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets. We do, however, offer consulting assistance regarding proxy issues to clients if such assistance is sought by a client.

We will neither advise nor act on behalf of the client in legal proceedings involving companies whose securities are held in the client's account(s), including, but not limited to, the filing of "Proofs of Claim" in class action settlements. If desired, clients may direct us to transmit copies of class action notices to the client or a third party. Upon such direction, we will make commercially reasonable efforts to forward such notices in a timely manner.

#### **Item 18. Financial Information**

Under no circumstances will we earn fees in excess of \$1,200 more than six months in advance of services rendered.

**Part 2B of Form ADV: *Brochure Supplement***

Scott Martin Peterson  
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03/18/2015

**This brochure supplement provides information about Scott M. Peterson that supplements the Peterson Wealth Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Scott M. Peterson at (801) 225-0000 if you did not receive Peterson Wealth Advisors' brochure or if you have any questions about the contents of this supplement.**

**Additional information about Scott M. Peterson is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Scott M. Peterson's CRD number is 1611542.**

## **Item 2. Educational Background and Business Experience**

Scott M. Peterson, Managing Member and Chief Compliance Officer

Year of Birth: 1962

### Education:

Mr. Peterson graduated from Brigham Young University with a B.A. degree in International Relations in 1986.

### Business Background:

Managing Member & Chief Compliance Officer, Peterson Wealth Advisors, LLC from 01/2008 to present

Owner, President, Agent, Peterson Insurance Agency, Inc. from 06/1997 to present

Owner, Martin Properties from 07/1997 to present

Registered Representative, Mutual Securities, Inc. from 10/2010 to present

Registered Representative, Securities America, Inc. from 12/1998 to 10/2010

Investment Adviser Representative, Securities America Advisors, Inc. from 03/1999 to 03/2008

### Professional Designations:

Mr. Peterson has earned the Chartered Financial Consultant (ChFC) designation. ChFC is a financial planning designation awarded by the American College of Bryn Mawr. ChFCs must meet experience requirements and pass exams covering finance and investing. They must have at least three years of experience in the financial industry, and have studied and passed 10 examinations demonstrating competency in the areas of financial planning, income taxation, insurance, investment and estate planning.

## **Item 3. Disciplinary Information**

Mr. Peterson does not have any history of reportable disciplinary events.

## **Item 4. Other Business Activities**

Scott Peterson is a registered securities representative with Mutual Securities, Inc. (hereinafter, "MSI"), a registered broker dealer, member FINRA/SIPC and an insurance agent/broker with Peterson Insurance Agency, Inc. (hereinafter, "PIA"), an independent insurance agency licensed by the State of Utah. PIA is related to our firm by virtue of common ownership and control. Mr. Peterson also spends a small amount of his time on activities involved in his ownership of Martin Properties, an enterprise involved in the business of office space rentals. In these capacities, Mr. Peterson may recommend

securities, insurance, advisory, and rental spaces and receive typical compensation if products and/or services are purchased through any firms with which he is affiliated. Thus, a conflict of interest exists between the interests of Mr. Peterson and those of the advisory clients, creating an incentive for him to recommend products and services based on the compensation received, rather than on a client's needs. However, clients are under no obligation to act upon any recommendations of Mr. Peterson, to effect any transactions or to purchase any products or services through him if they decide to follow his investment recommendations. Mr. Peterson does not limit his investment recommendations to products or services offered by MSI, PIA or Martin Properties, with all advice provided being of a generic nature. Clients have the option to purchase investment products recommended by Mr. Peterson through other brokers, agents, or attorneys not affiliated with our firm.

Mr. Peterson has written and published a book. He occasionally receives additional income from the sales proceeds of this book. Mr. Peterson spends less than 5% of his time on activities associated with marketing of the book.

#### **Item 5. Additional Compensation**

Mr. Peterson does not receive any additional compensation from third parties for providing investment advice to its clients and does not compensate anyone for client referrals.

#### **Item 6. Supervision**

As the sole owner and Chief Compliance Officer of PWA, Mr. Peterson has no internal supervision placed over him. He is, however, bound by our firm's Code of Ethics. He can be reached at (801) 225-0000. Mr. Peterson is also responsible for formulation and monitoring of investment advice offered to client, documenting investment meeting deliberations, overseeing all material investment policy changes, and conducting periodic testing to ensure that client objectives and mandates are being met. All of Mr. Peterson's personal securities transactions and annual holding reports are collected on a quarterly and annual basis, respectively, and are available for regulatory review.

**Part 2B of Form ADV: *Brochure Supplement***

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03/18/2015

**This brochure supplement provides information about Jeffrey D. Lindsay that supplements the Peterson Wealth Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Scott M. Peterson at (801) 225-0000 if you did not receive Peterson Wealth Advisors' brochure or if you have any questions about the contents of this supplement.**

**Additional information about Jeffrey D. Lindsay is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Jeffrey Lindsay's CRD number is **5279879**.**



## **Item 2. Educational Background and Business Experience**

Jeffrey D Lindsay, Investment Adviser Representative

Year of Birth: 1979

### Education:

Mr. Lindsay graduated from Utah State University with a B.A. in Finance 2004.

### Business Background:

Investment Advisor, Peterson Wealth Advisors, LLC – 2012 to Present

Registered Representative, E\*Trade Financial – 2007 to 2010

Assistant Branch Manager, Deseret First Federal Credit Union – 2004 to 2006

### Professional Designations:

Mr. Lindsay has earned the Chartered Retirement Planning Counselor (CRPC®) designation. The program is administered by the College for Financial Planning. Those with the CRPC® designation have demonstrated competency in all areas of finance related to retirement planning. Candidates complete studies on many topics, including taxes, insurance, retirement planning and estate planning.

## **Item 3. Disciplinary Information**

Mr. Lindsay does not have any history of reportable disciplinary events.

## **Item 4. Other Business Activities**

Mr. Lindsay is not engaged in any other business activities.

## **Item 5. Additional Compensation**

Mr. Lindsay does not receive any additional compensation from third parties for providing investment advice to its clients and does not compensate anyone for client referrals.

## **CFP® - CERTIFIED FINANCIAL PLANNER™**

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2)

stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- i. Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- ii. Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

## **Item 6. Supervision**

As the sole owner of PWA, Scott M. Peterson is responsible for all employee supervision and general business strategy of the firm. He can be reached at (801) 225-0000. Mr. Peterson is also responsible for formulation and monitoring of investment advice offered to client, documenting investment meeting deliberations, overseeing all material investment policy changes, and conducting periodic testing to ensure that client objectives and mandates are being met. All of Mr. Lindsay’s personal securities transactions and annual holding reports are collected on a quarterly and annual basis, respectively, and are available for regulatory review.

**Part 2B of Form ADV: *Brochure Supplement***

Mark Philip Whitaker  
360 West 920 North  
Orem, UT 84057

Telephone: (801) 225-0000

Peterson Wealth Advisors, LLC  
360 West 920 North  
Orem, UT 84057

Telephone: (801) 225-0000

03/14/2016

**This brochure supplement provides information about Mark Philip Whitaker that supplements the Peterson Wealth Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Scott M. Peterson at (801) 225-0000 if you did not receive Peterson Wealth Advisors' brochure or if you have any questions about the contents of this supplement.**

**Additional information about Mark Philip Whitaker is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Mark Philip Whitaker's CRD number is 6407468.**

**Item 2. Educational Background and Business Experience**

Mark Philip Whitaker, Investment Adviser Representative

Year of Birth: 1989

Education:

Bachelors of Science in Personal Financial Planning – Utah Valley University - 2015

Business Background:

Investment Adviser Representative, Peterson Wealth Advisors, LLC – 2015 to Present

Student, Utah Valley University – 2010 to 2015

Administrative Assistant, Diversify Inc. – 2013 to 2015

Associate Financial Advisor, DFIG Investments – 2013-2015

Missionary, Church of Jesus Christ of Latter Day Saints – 2008-2010

Squad Leader, Utah Army National Guard – 2007 Present

**Item 3. Disciplinary Information**

Mr. Whitaker does not have any history of reportable disciplinary events.

**Item 4. Other Business Activities**

Mark Philip Whitaker is a soldier in the Utah Army National Guard. From time to time, he may offer clients advice or products from those activities and clients should be aware that these services may involve a conflict of interest. Peterson Wealth Advisors, LLC always acts in the best interest of the client and clients are in no way required to utilize the services of any representative of Peterson Wealth Advisors, LLC in such individual's outside capacities.

**Item 5. Additional Compensation**

Mr. Whitaker does not receive any additional compensation from third parties for providing investment advice to its clients and does not compensate anyone for client referrals.

**Item 6. Supervision**

As a representative of Peterson Wealth Advisors, LLC, Mark Philip Whitaker is supervised by Scott M Peterson, the firm's Chief Compliance officer. Scott M Peterson is responsible for ensuring that Mark Philip Whitaker adheres to all required regulations regarding the activities of an Investment Adviser

Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Scott Peterson is (801) 225-0000.

