

Innovation Partners LLC: Form ADV, Part 2B Patricia Peterson



## **INNOVATION PARTNERS LLC**

Fairview Plaza Office Complex

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[www.innovationpartnersllc.com](http://www.innovationpartnersllc.com)

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This Brochure provides information about the advisory personnel on whom you may rely for investment advice. Please contact IPLLC 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 IPLLC or advisory personnel is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).

### **Advisory Personnel**

**Patricia Peterson**

CRD#: 1962901

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### Item 2- Educational Background and Business Experience

#### Representative Name

Year of Birth: 1957

Attended University of Utah, English Major

Patricia Peterson is an investment advisor representative and registered representative with Innovation Partners LLC. She has passed the FINRA Series 6, 7, 63 and 65 exams. Patricia Peterson is a licensed insurance agent and holds the authorities of life and variable annuities in the states of California and Utah and variable annuities, health and life in the states of Idaho and Nevada.

#### Business Background:

Innovation Partners LLC. - 10/2015 - Present - Investment Advisor Representative and Registered Representative  
Williams Financial Group- 11/2009-09/2015 – Registered Representative  
VALIC Financial Advisors- 06-1989-11/2009 – Registered Representative

### Item 3 – Disciplinary Information

Ms. Peterson was suspended for a period of 20 business days as a result of regulatory action.

### Item 4 – Other Business Activities

Patricia Peterson is an investment advisor representative, registered representative through Innovation Partners LLC. Ms. Peterson is a licensed insurance agent and holds the authorities of life and variable annuities in the states of California and Utah and variable annuities, health and life in the states of Idaho and Nevada.

Ms. Peterson receives insurance commission from the sale of authorized insurance products. Ms. Peterson is the owner and president of PGEP Enterprises/Desert Crest Financial and receives commissions from fixed life insurance sales and services. Ms. Peterson also receives commission from Pinnacle Insurance Group a fixed life insurance products marketing firm. Innovation Partners LLC is not affiliated with PGEP Enterprises/Desert Crest Financial or Pinnacle Insurance Group.

Innovation Partners LLC (IPLLC) is registered as a broker/dealer and registered investment advisor and is also a licensed Insurance agency. Our representatives are registered with IPLLC as registered representatives and or investment advisor representative and may also be licensed insurance agents. IPLLC 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, IPLLC 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 IPLLC.

IPLLC 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 IPLLC ensures that the third-party advisors are duly licensed or notice filed with the Department of Corporations or other appropriate jurisdictions. IPLLC 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 IPLLC and the respective representative.

These compensation arrangements present a conflict of interest because IPLLC and our representatives may have a financial incentive to recommend TPIAs that pay fees rather than those that don't. In addition, IPLLC 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 IPLLC or our representatives recommend. IPLLC provides actuarial and other consulting services. The fees for such services are separate and apart from the advisory fees charged by IPLLC.

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The actuarial and other consulting services that IPLLC 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.