

Innovation Partners LLC: Form ADV, Part 2B Matthew Lee Greiner

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

**Advisory Personnel**

**Matthew Lee Greiner**

CRD#: 5762805

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### Item 2- Educational Background and Business Experience

#### Matthew Lee Greiner

Year of Birth: 1980

#### Education

San Jose State University, San Jose, CA, Bachelor of Science in Business Administration: Finance -2004

Matthew Greiner is an Investment Advisor Representative and a Registered Representative in the state of Nevada. He passed the FINRA Series 7 and 66 exams.

#### Business Background:

**Innovation Partners LLC:** 07/2014 – Present – Investment Advisor Representative and Registered Representative

**Securities of America Advisors, Inc.:** 06/2012 – 06/2014 - Investment Advisor Representative

**Securities of America, Inc.:** 06/2012 – 06/2014 - Registered Representative

**Edward Jones:** 02/2014 – 04/2012 - Investment Advisor Representative and Registered Representative

**Santa Cruz Community Credit Union:** 08/2001 – 04-2012 – Assistant Controller/Head of FP&A

### 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

Matthew Greiner is an investment advisor representative and registered representative with Innovation Partners LLC. As an Independent insurance agent, Mr. Greiner may recommend fixed insurance contracts to clients such as fixed annuities or life insurance. When clients purchase fixed insurance contracts at Mr. Greiner's recommendation, he may be paid a commission. Mr. Greiner conducts these insurance and investment related activities under the assumed or trade name of Greiner Group. Mr. Greiner receives commissions from the sale securities products through Innovation Partners LLC. Greiner Group is not affiliated with Innovation Partners LLC.

Innovation Partners LLC is a broker dealer, registered investment advisory firm and is also a licensed Insurance agency. Our representatives are and may also be licensed insurance agents. Innovation Partners 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, Innovation Partners 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 Innovation Partners LLC.

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

These compensation arrangements present a conflict of interest because INNOVATION PARTNERS LLC and our representatives may have a financial incentive to recommend TPIAs that pay fees rather than those that don't. In addition, INNOVATION PARTNERS LLC and our representatives may have a conflict to refer clients to those TPIAs that pay higher fees

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over those that pay lower fees. Clients are not obligated, contractually or otherwise, to use the services of any TPIA that INNOVATION PARTNERS LLC or our representatives recommend.

INNOVATION PARTNERS LLC provides actuarial and other consulting services. The fees for such services are separate and apart from the advisory fees charged by Innovation Partners LLC.

The actuarial and other consulting services that INNOVATION PARTNERS 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. Matthew Greiner has been a subject of a bankruptcy petition.