

**Firm Brochure  
Part 2 of Form ADV**

**Item 1 – Cover Page**

**Peterson Wealth Services, Inc.**

**1523 East Skyline Drive, Suite C**

**South Ogden, UT 84405**

**801-475-4002**

**801-475-4015**

**www.petersonws.com**

**[office@petersonws.com](mailto:office@petersonws.com)**

This brochure provides information about the qualifications and business practices of Peterson Wealth Services, Inc. If you have any questions about the contents of this brochure, please contact us at 801-475-4002, or by email at [office@petersonws.com](mailto:office@petersonws.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 the Adviser is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

12/03/2020

## **Item 2 - Material Changes**

---

### **Annual Update**

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

---

### **Material Changes since the Last Update**

Peterson Wealth Services, Inc. has the following material changes to report. Material changes relate to Peterson Wealth Services, Inc.'s policies, practices or conflicts of interests.

- Peterson Wealth Services, Inc. has updated their assets under management (Item 4).

---

### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at 801-475-4002 or by email at [office@petersonws.com](mailto:office@petersonws.com).

# Table of Contents

## Item 3

Item 2 - Material Changes .....	2
<b>ADV PART 2A .....</b>	<b>4</b>
Item – 4 Advisory Business.....	4
Item 5 - Fees and Compensation .....	8
Item 6 - Performance Fees.....	10
Item 7 - Types of Clients .....	10
Item 8 - Methods of Analysis, Investment Strategies, and Risk of Loss.....	11
Item 9 – Disciplinary Information .....	17
Item 10 - Other Financial Industry Activities and Affiliations.....	17
Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.....	18
Item 12 - Brokerage Practices .....	19
Item 13 - Review of Accounts.....	22
Item 14 - Client Referrals and Other Compensation .....	22
Item 15 - Custody .....	23
Item 16 - Investment Discretion .....	23
Item 17 - Voting Client Securities.....	23
Item 18 - Financial Information .....	24
Item 19 - State Registered Investment Adviser Information .....	24
Business Continuity Plan.....	24
Information Security Program .....	25
<b>Form ADV Part 2B .....</b>	<b>28</b>
Item 2 - Education and Business Standards .....	28
Education and Business Background .....	28
Employee Name, Title.....	28

# ADV PART 2A

## Item – 4 Advisory Business

---

### Firm Description

Peterson Wealth Services, Inc., hereinafter (“the Adviser”) was founded in 2009 and is an SEC registered investment adviser.

Peterson Wealth Services, Inc. offers customized services depending on your unique financial needs, such as Investment Consulting, Advanced Planning, Divorce Financial Planning, Estate and Trust Planning, Retirement Planning, and Business Services. We serve small business owners, divorcee’s, retirees, high net worth individuals & financially independent women.

The Adviser is a fee-only investment management and financial planning firm. The firm does not sell financial products on a commission basis. However, there are some associated persons who are in other fields where they receive commissions as compensation. The firm is not affiliated with entities that sell financial products or securities.

The Adviser does not act as a custodian of client assets and the client always maintains asset control.

The Adviser has discretion of client accounts and places trades for clients under a limited power of attorney.

The Adviser DOES NOT act as a sponsor and DOES NOT provide investment advice to a WRAP program.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Any conflicts of interest arising out of the Adviser’s or its associated persons are disclosed in this brochure.

Principal Owners

Billy Peterson is a 100% stockholder.

---

### Types of Advisory Services

The Adviser provides investment supervisory services, also known as asset management services; manages investment advisory accounts not involving investment supervisory services; furnishes investment advice through consultations; issues special reports about securities; and issues, charts, graphs, formulas, or other devices which clients may use to evaluate securities. On more than an occasional basis, the Adviser furnishes advice to clients on matters not involving securities, such as financial planning matters, taxation issues, and trust services that often include estate planning.

As of November 2020, the Adviser manages approximately \$ 239,500,000.00 in assets for approximately 980 clients. Approximately \$ 220,000,000.00 million is

managed on a discretionary basis, and \$ 19,500,000.00 is managed on a non-discretionary basis.

---

**Tailored Relationships**

The goals and objectives for each client are documented in our client relationship management system. Clients may impose restrictions on investing in certain securities or types of securities and restrict from liquidating certain securities for various reasons.

---

**Assignment of Investment Management Agreements**

Agreements may not be assigned without client consent.

---

**Types of Agreements**

The following agreements define the typical client relationships.

**Investment Management Agreement**

As part of the investment management service, all aspects of the client's financial affairs are reviewed, and realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis. The Adviser periodically reviews a client's financial situation and portfolio through regular contact with the client which often includes an annual meeting with the client. The Adviser makes use of portfolio rebalancing software to maintain client allocations according to stated goals and objectives.

The scope of work and fee for an Advisory Service Agreement is provided to the client in writing prior to the start of the relationship. The agreement sets forth the services to be provided, the fees for the service and the agreement may be terminated by either party in writing at any time.

**Financial Planning Agreement**

The financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations.

Financial planning may be the only service provided to the client and does not require that the client use or purchase the investment advisory services offered by the Adviser or any of the insurance products or other products and services offered by the associated persons of the Adviser. There is an inherent conflict of interest for the Adviser

whenever a financial plan recommends the use of professional investment management services or the purchase of insurance products or other financial products or services. The Adviser or its associated persons may receive compensation for financial planning and the provision of investment management services and/or the sale of insurance and other products and services. The Adviser does not make any representation that these products and services are offered at the lowest available cost, and the client may be able to obtain the same products or services at a lower cost from other providers. However, the client is under no obligation to accept any of the recommendations of the Adviser or use the services of the Adviser in particular.

---

### **Asset Management**

Investments may also include equities (stocks), warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (variable life insurance, variable annuities, and mutual funds shares), U. S. government securities, options contracts, futures contracts, and interests in partnerships.

Assets are invested primarily in no-load or low-load mutual funds and exchange-traded funds, usually through brokers or fund companies. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Brokerages may charge a transaction fee for the purchase of some funds.

Stocks and bonds are purchased or sold through a brokerage account when appropriate. The brokerage firm sometimes charges a fee for stock and bond trades. The Adviser does not receive any compensation, in any form, from brokerage firms or fund companies.

Initial public offerings (IPOs) are not available through the Adviser.

---

### **Insurance Services**

The Adviser offers insurance products that are associated with an insurance company with which the Adviser has established a relationship. Insurance products include annuity, term, whole, & long-term care policies. The Adviser earns commissions on these insurance products in addition to any fees earned from financial planning, investment management or other services offered. The commissions are based on the standard commission schedule of the provider of the insurance products and are generally not negotiable. There is an inherent conflict of interest in providing these products as financial plans or investment management services which the Adviser also earns fees, may recommend the purchase of insurance products. The Adviser does not make any representation that these products are available at the lowest cost and similar products are available from other providers. The client is under no obligation to purchase insurance products from the Adviser. The Adviser mitigates this conflict by reviewing all insurance product sales versus the financial plan or investment policy statement of the client.

---

### **Sub-Advisory Services**

The Adviser provides investment management services to individually managed funds offered by other advisers. The offering advisers delegate discretionary investment authority to the Adviser to research and select and monitor portfolio securities for each of the funds. Clients may have to purchase an insurance product or investment service of the offering adviser (or its affiliates) in order to gain access to the privately managed funds. The funds are offered through individual private placement memorandums unique to each client. The Adviser and/or its representatives may introduce clients to the offering adviser or its affiliates to purchase the access insurance or investment products but does not receive compensation other than the management fees per the terms of the sub-advisory agreement. Typically, the annual fee pro-rated and paid quarterly, in advance, by the offering advisory firm based upon the market value of the assets on the last day of the previous quarter as determined in accordance with the method described in the advisory agreement between the offering adviser and its client. The offering adviser and the Adviser may mutually agree to a lower fee for a particular client of the offering adviser. When calculating the advisory fee, the first quarter will commence on the first calendar quarter after the effective date of the sub-advisory agreement. Fund investors do not pay management fees (those paid to the Adviser and possibly additional fees to the offering adviser) and/or fund-related expenses to the adviser offering the fund. See the private placement memorandum for a description of these fees and expenses, termination clauses, minimum investment amounts and any other requirements needed to invest in a particular fund. Typically, the sub-advisory agreements are in effect until terminated by the offering advisory firm or the Adviser by written notice to the other. Some sub-advisory agreements require the Adviser to provide the offering advisory firm with sixty (60) days prior written notice.

---

### **WRAP Program**

The Adviser is not a sponsor nor does it provide investment management services to a wrap program.

---

### **Termination of Agreements**

A Client may terminate any of the aforementioned agreements at any time by notifying the Adviser in writing. Clients shall be charged pro-rata for services provided through to the date of termination. If the client made an advance payment, the Adviser will refund any unearned portion of the advance payment.

The Adviser may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, the Adviser will refund any unearned portion of the advance payment.

The Adviser reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in the Adviser's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded.

## Item 5 - Fees and Compensation

---

### Investment Management

The Adviser bases its fees on a percentage of assets under management. Although the Advisory Service Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client's discretion. The client or the investment manager may terminate an Agreement by written notice to the other party. At termination, fees will be billed on a pro-rata basis for the portion of the quarter completed. The portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination. The investment management fees are negotiable at the sole discretion of the Adviser.

Annualized Investment Management Fees		
Account Value From	Account Value To	Annual Percentage Fee
\$0	\$500,000	1.75%
\$500,001	\$1,000,000	1.50%
\$1,000,001	\$2,000,000	1.25%
\$2,000,001	\$5,000,000	1.00%
\$5,000,001	And Above	Negotiable

The schedules indicated above are not the only fee structures available to our clients. Clients may be assigned a different fee schedule than the fees indicated above. As a result, some clients may pay a fee that may be higher or lower than the above stated fees. However, our fees are negotiable based upon a variety of factors including, but not limited to, the size of relationship, services offered and complexity of the relationship. In all cases, a client's assigned fee will be specified in the Investment Advisory Agreement that will be signed prior to the commencement of the working relationship with our firm.

---

### Financial Planning

The fee for a financial plan is predicated upon the facts known at the start of the engagement. The minimum fee is \$5,000 and is *NEGOTIABLE*. Since financial planning is a discovery process, situations occur wherein the client is unaware of certain financial exposures or predicaments.



In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

After delivery of a financial plan, future face-to-face meetings may be scheduled as necessary for up to one month. Follow-on implementation work is included in the upfront payment of the plan.

---

### **Fee Billing**

Investment management fees are billed quarterly, in *ADVANCE*, meaning that we invoice you *BEFORE* the three-month billing period has *BEGUN*. Payment in full is expected upon invoice presentation. Fees are deducted from the client account to facilitate billing as authorized by the investment management agreement. Fees for financial plans are billed the lesser of half the agreed-upon fee or \$1000 in advance, with the balance due upon delivery of the financial plan.

---

### **Other Fees**

Unless the client portfolio account is in a wrap program, the client will likely incur fees from brokerages, custodians, administrators, and other service providers. These fees are incurred as a result of managing a client account and are charged by the service provider. The amount and nature of these fees are based on the service provider's fee schedule(s) at the provider's sole discretion. These additional charges can include securities brokerage commissions, transaction fees, custodial fees, margin costs, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. These fees are separate and distinct from any fees charged by the Adviser.

The Adviser or the sub-advisors selected by the Adviser may include mutual funds, variable annuity products, ETFs, and other managed products or partnerships in clients' portfolios. Clients are charged for the services by the providers/managers of these products in addition to the management fee paid to the Adviser. The Adviser, from time to time, may select or recommend to separately managed clients the purchase of proprietary investment products. To the extent the client's separately managed portfolio includes such proprietary products, the Adviser will adjust the client's fee associated with the client's separately managed account. The fees and expenses charged by the product providers are separate and distinct from the management fee charged by the Adviser. These fees and expenses are described in each mutual fund's or underlying annuity fund's prospectus or in the offering memorandums of a partnership. These fees will generally include a management fee, 12b-1 fee, other fund expenses, and a possible distribution fee. No-load or load-waived mutual funds may be used in client portfolios so there would be no initial or deferred sales charges; however, if a fund that imposes sales charges is selected, a client pays an initial or deferred sales charge. A client could invest in a mutual fund or variable annuity or investment partnership directly, without the services of the Adviser. Accordingly, the client should review both the fees charged by the funds and the applicable program fee charged by the Adviser to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

The Adviser will take into account the internal fees and expenses associated with each share class when selecting mutual funds that have multiple share classes for recommendation to clients, and it is the Adviser's policy to choose the lowest-cost share class available, absent circumstances that dictate otherwise.

If it is determined that a client portfolio shall contain corporate debt or other types of over the counter securities, the client may pay a mark-up or mark-down or a "spread" to the broker or dealer on the other side of the transaction that is built into the purchase price of the security.

In some cases, there may be fees charged which are a result of brokered trading activity by associated personnel of the Adviser that is outside of the constructs of the Adviser's investment advisory portfolios and are thus not included in the management fee. These trades are generally at the request of the client and the fees vary in size depending on the nature of the client's requests.

---

### **Conflict of Interest Between Different Fee Structures**

The Adviser offers several different services detailed in this brochure that compensate the Adviser differently depending on the service selected. There is a conflict of interest for the Adviser and its associated personnel to recommend the services that offer a higher level of compensation to the Firm through either higher management fees or reduced administrative expenses. The Adviser mitigates this conflict through its procedures to review client accounts relative to the client's or investor's personal financial situation to ensure the investment management service provided is appropriate. Further, the Adviser is committed to its obligation to ensure associated persons adhere to the Firm's Code of Ethics and to ensure that the Firm and its associated persons fulfill their fiduciary duty to clients or investors.

### **Item 6 - Performance Fees**

Fees are not based on a share of the capital gains or capital appreciation of managed securities. However, the Adviser may employ certain types of investments that do charge a performance fee in which the Adviser does not participate. For these investments, refer to their offering or private placement memorandum for an explanation and amounts of the performance fees.

The Adviser does not use a performance-based fee structure.

### **Item 7 - Types of Clients**

---

#### **Description**

the Adviser generally provides investment advice to individuals, pension, and profit-sharing plans, trusts, estates, or charitable organizations, corporations or business entities, divorcee's, independent women. Client relationships vary in scope and length of service.

---

### **Account Minimums**

The minimum account size is \$50,000.00 of assets under management, which equates to an annual fee of \$875.00.

The Adviser has the sole discretion to waive the account minimum. Accounts of less than \$50,000.00 may be set up when the client and the advisor anticipate the client will add additional funds to the accounts bringing the total to \$50,000.00 within a reasonable time. Other exceptions will apply to employees of the Adviser and their relatives, or relatives of existing clients.

Clients with assets below the minimum account size *may pay* a higher percentage rate on their annual fees than the fees paid by clients with greater assets under management.

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

---

### **Methods of Analysis**

Security analysis methods may include, charting analysis involves the gathering and processing of price and volume information for a particular security. This price and volume information is analyzed using mathematical equations. The resulting data is then applied to graphing charts, which is used to predict future price movements based on price patterns and trends. Technical Analysis involves studying past price patterns and trends in the financial markets to predict the direction of both the overall market and specific stocks. The risk of market timing based on technical analysis is that charts may not accurately predict future price movements. Current prices of securities may reflect all information known about the security and day to day changes in market prices of securities may follow random patterns and may not be predictable with any reliable degree of accuracy. Fundamental Analysis involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience, and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance. Cyclical analysis is a type of technical analysis that involves evaluating recurring price patterns and trends based upon business cycles. Economic/business cycles may not be predictable and may have many fluctuations between long term expansions and contractions. The lengths of economic cycles may be difficult to

predict with accuracy and therefore the risk of cyclical analysis is the difficulty in predicting economic trends and consequently the changing value of securities that would be affected by these changing trends. Long Term Purchases, securities purchased with the expectation that the value of those securities will grow over a relatively long period of time, generally greater than one year. Short Term Purchases, securities purchased with the expectation that they will be sold within a relatively short period of time, generally less than one year, to take advantage of the securities' short-term price fluctuations. Margin Transactions is a securities transaction in which an investor borrows money to purchase a security, in which case the security serves as collateral on the loan. Options Trading/Writing is a securities transaction that involves buying or selling (writing) an option. If you write an option, and the buyer exercises the option, you are obligated to purchase or deliver a specified number of shares at a specified price at the expiration of the option regardless of the market value of the security at expiration of the option. Buying an option gives you the right to purchase or sell a specified number of shares at a specified price until the date of expiration of the option regardless of the market value of the security at expiration of the option. The trading of options may be highly speculative and may entail more risk than those present when investing in other types of securities. Prices of options are generally more volatile than prices of other types of securities. When trading in options, you may run the risk of losing the entire investment in a relatively short period of time. In more risky options strategies, an investor could theoretically have an unlimited risk of loss.

The main sources of information include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that the Adviser may use include Morningstar Principia mutual fund information, Morningstar Principia stock information, Charles Schwab & Company's "SchwabLink" service, Advisor Intelligence, and the World Wide Web.

---

### **Investment Strategies**

Strategies may include long-term purchases, short-term purchases, trading, short sales, margin transactions, and option writing (including covered options, uncovered options or spreading strategies).

The primary investment strategy used on client accounts is strategic asset allocation. This means that we use passively managed indices and exchange-traded funds as the core investments, and then add actively managed funds and individual equities where there are greater opportunities to make a difference. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time.

---

### **Market, Security, and Regulatory Risks**

Any investment with the Adviser involves significant risk, including a complete loss of capital and conflicts of interest. All investment programs have certain risks that are borne by the investor which are described below:

### **Market Risks:**

Competition. The securities industry and the varied strategies and techniques to be engaged in by the Adviser are extremely competitive, and each involves a degree of risk. The Adviser will compete with firms, including many of the larger securities and investment banking firms, which have substantially greater financial resources and research staff.

Market Volatility. The profitability of the Adviser substantially depends upon it correctly assessing the future price movements of stocks, bonds, options on stocks, and other securities and the movements of interest rates. The Adviser cannot guarantee that it will be successful in accurately predicting price and interest rate movements.

Peterson Wealth Services, Inc. Investment Activities. The Adviser's investment activities involve a significant degree of risk. The performance of any investment is subject to numerous factors that are neither within the control of nor predictable by the Adviser. Such factors include a wide range of economic, political, competitive, technological and other conditions (including acts of terrorism and war) that may affect investments in general or specific industries or companies. The securities markets may be volatile, which may adversely affect the ability of the Adviser to realize profits.

Material Non-Public Information. By reason of their responsibilities in connection with other activities of the Adviser and/or its affiliates, certain principals or employees of the Adviser and/or its affiliates may acquire confidential or material non-public information or be restricted from initiating transactions in certain securities. The Adviser will not be free to act upon any such information. Due to these restrictions, the Adviser may not be able to initiate a transaction that it otherwise might have initiated and may not be able to sell an investment that it otherwise might have sold.

Accuracy of Public Information. The Adviser selects investments, in part, on the basis of information and data filed by issuers with various government regulators or made directly available to the Adviser by the issuers or through sources other than the issuers. Although the Adviser evaluates all such information and data and sometimes seeks independent corroboration when it's considered appropriate and reasonably available, the Adviser is not in a position to confirm the completeness, genuineness or accuracy of such information and data, and in some cases, complete and accurate information is not available.

Investments in Undervalued Securities. The Adviser intends to invest in undervalued securities. The identification of investment opportunities in undervalued securities is a difficult task, and there are no assurances that such opportunities will be successfully recognized or acquired. While investments in undervalued securities offer opportunities for above-average capital appreciation, these investments involve a high degree of financial risk and can result in substantial losses. Returns generated from the Adviser's investments may not adequately compensate for the business and financial risks assumed.

Small Companies. The Adviser may invest a portion of its assets in small and/or unseasoned companies with small market capitalization. While smaller companies generally have the potential for rapid growth, they often involve higher risks because they may lack the management experience, financial resources, product diversification and competitive strength of larger companies. In addition, in many instances, the frequency and volume of their trading may be substantially less than is typical of larger companies. As a result, the securities of smaller companies may be subject to wider price fluctuations.

Leverage. When deemed appropriate by the Adviser and subject to applicable regulations, the Adviser may incur leverage in its investment program, whether directly through the use of borrowed funds or indirectly through investment in certain types of financial instruments with inherent leverage, such as puts, calls and warrants, which are purchased for a fraction of the price of the underlying securities while giving the purchaser the full benefit of movement in the market of those underlying securities. While such strategies and techniques increase the opportunity to achieve higher returns on the amounts invested, they also increase the risk of loss.

Options and Other Derivative Instruments. The Adviser may invest, from time to time, in options and other derivative instruments, including, but not limited to, the buying and selling of puts and calls on some of the securities held by the Adviser. The prices of many derivative instruments, including many options and swaps, are highly volatile. The values of options and swap agreements depend primarily upon the price of the securities, indexes, commodities, currencies or other instruments underlying them. Price movements of options contracts and payments pursuant to swap agreements are also influenced by, among other things, interest rates, changing supply and demand relationships, trade, fiscal, monetary and exchange control programs and policies of governments, and national and international political and economic events and policies. Options on highly volatile securities, currencies or other assets may be more expensive than options on other investments.

Hedging Transactions. Investments in financial instruments such as forward contracts, options, commodities and interest rate swaps, caps and floors, other derivatives, and other investment techniques are commonly utilized by investment funds to hedge against fluctuations in the relative values of its portfolio positions as a result of changes in currency exchange rates, interest rates and/or the equity markets or sectors thereof. Any hedging against a decline in the value of portfolio positions does not eliminate fluctuations in the values of portfolio positions or prevent losses if the values of such positions decline, but establishes other positions designed to gain from those same developments, thus moderating the decline in the portfolio positions' value. Such hedging transactions also limit the opportunity for gain if the value of the portfolio positions should increase. The Adviser is not obligated to establish hedges for portfolio positions and may not do so.

Market or Interest Rate Risk. The price of most fixed income securities moves in the opposite direction of the change in interest rates. For example, as interest rates rise, the price of fixed income securities falls. If the Adviser holds fixed-income security to

maturity, the change in its price before maturity may have little impact on the Adviser's performance; however, if the Adviser has to sell the fixed income security before the maturity date, an increase in interest rates could result in a loss to the Adviser.

Fixed Income Call Option Risk. Many bonds, including agency, corporate and municipal bonds, and all mortgage-backed securities, contain a provision that allows the issuer to "call" all or part of the issue before the bond's maturity date. The issuer usually retains this right to refinance the bond in the future if market interest rates decline below the coupon rate. There are three disadvantages to the call provision. First, the cash flow pattern of a callable bond is not known with certainty. Second, because the issuer will call the bonds when interest rates have dropped, the Adviser is exposed to reinvestment rate risk – the Adviser will have to reinvest the proceeds received when the bond is called at lower interest rates. Finally, the capital appreciation potential of a bond will be reduced because the price of a callable bond may not rise much above the price at which the issuer may call the bond.

Inflation Risk. Inflation risk results from the variation in the value of cash flows from a security due to inflation, as measured in terms of purchasing power. For example, if the Adviser purchases a 5-year bond in which it can realize a coupon rate of 5%, but the rate of inflation is 6%, then the purchasing power of the cash flow has declined. For all but inflation-linked bonds, adjustable bonds or floating rate bonds, the Adviser is exposed to inflation risk because the interest rate the issuer promises to make is fixed for the life of the security.

Investments in Non-U.S. Investments. From time to time, the Adviser may invest and trade a portion of its assets in non-U.S. securities and other assets (through ADRs and otherwise), which will give rise to risks relating to political, social and economic developments abroad, as well as risks resulting from the differences between the regulations to which U.S. and foreign issuers and markets are subject. Such risks may include:

- Political or social instability, the seizure by foreign governments of company assets, acts of war or terrorism, withholding taxes on dividends and interest, high or confiscatory tax levels, and limitations on the use or transfer of portfolio assets.
- Enforcing legal rights in some foreign countries is difficult, costly and slow, and there are sometimes special problems enforcing claims against foreign governments.
- Foreign securities and other assets often trade in currencies other than the U.S. dollar, and the Adviser may directly hold foreign currencies and purchase and sell foreign currencies through forward exchange contracts. Changes in currency exchange rates will affect the Adviser's net asset value, the value of dividends and interest earned, and gains and losses realized on the sale of investments. An increase in the strength of the U.S. dollar relative to these other currencies may cause the value of the Adviser's investments to decline. Some foreign currencies are particularly volatile. Foreign governments may intervene

in the currency markets, causing a decline in the value or liquidity of the Adviser's foreign currency holdings. If the Adviser enters into forward foreign currency exchange contracts for hedging purposes, it may lose the benefits of advantageous changes in exchange rates. On the other hand, if the Adviser enters forward contracts for the purpose of increasing return, it may sustain losses.

- Non-U.S. securities, commodities and other markets may be less liquid, more volatile and less closely supervised by the government than in the United States. Foreign countries often lack uniform accounting, auditing, and financial reporting standards, and there may be less public information about the operations of issuers in such markets.

Risk of Default or Bankruptcy of Third Parties. The Adviser may engage in transactions in securities, commodities, other financial instruments and other assets that involve counterparties. Under certain conditions, the Adviser could suffer losses if a counterparty to a transaction were to default or if the market for certain securities, commodities, other financial instruments and/or other assets were to become illiquid.

## Regulatory Risks:

Strategy Restrictions. Certain institutions may be restricted from directly utilizing investment strategies of the type in which the Adviser may engage. Such institutions, including entities subject to ERISA, should consult their own advisors, counsel, and accountants to determine what restrictions apply and whether an investment in the Adviser is appropriate.

Trading Limitations. For all securities, instruments and/or assets listed on an exchange, including options listed on a public exchange, the exchange generally has the right to suspend or limit trading under certain circumstances. Such suspensions or limits could render certain strategies difficult to complete or continue and subject the Adviser to loss. Also, such a suspension could render it impossible for the Adviser to liquidate positions and thereby expose the Adviser to potential losses.

Conflicts of Interest: In the administration of client accounts, portfolios, and financial reporting, the Adviser faces inherent conflicts of interest which are described in this brochure. Generally, the Adviser mitigates these conflicts through its Code of Ethics which provides that the client's interest is always held above that of the Firm and its associated persons.

Supervision of Trading Operations. The Adviser, with assistance from its brokerage and clearing firms, intends to supervise and monitor trading activity in the portfolio accounts to ensure compliance with firm and client objectives. Despite the Adviser's efforts, however, there is a risk that unauthorized or otherwise inappropriate trading activity may occur in portfolio accounts.



Depending on the nature of the investment management service selected by a client and the securities used to implement the investment strategy, clients will be exposed to risks that are specific to the securities in their particular investment portfolio.

#### Security Specific Risks:

Liquidity: Liquidity is the ability to readily convert an investment into cash. Securities, where there is a ready market that is traded through an exchange, are generally more liquid. Securities traded over the counter or that do not have a ready market or are thinly traded are less liquid and may face material discounts in the price level in a liquidation situation.

Currency: Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.

Limited Liquidity of Interests. An investment in a partnership usually involves substantial restrictions on liquidity and its interests are not freely transferable. There is no market for these interests and no market should be expected to develop. Additionally, transfers are usually subject to the consent of the general partner at the general partner's sole discretion.

Lack of Registration: Funds or LP interests have neither been registered under the Securities Act nor under the securities or "blue sky" laws of any state and, therefore, are subject to transfer restrictions.

Withdrawal of Capital: The ability to withdraw funds from the funds or LP interests is usually restricted in accordance with the withdrawal provisions contained in an Offering Memorandum. In addition, substantial withdrawals by investors within a short period of time could require a fund to liquidate securities positions and other investments more rapidly than would otherwise be desirable, possibly reducing the value of the fund's assets and/or disrupting the fund's investment strategy.

### Item 9 – Disciplinary Information

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

### Item 10 - Other Financial Industry Activities and Affiliations

---

#### Brokerage Affiliations

None.

---

#### Affiliations

None.

## **Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

---

### **Code of Ethics**

The Adviser has adopted a Code of Ethics which establishes standards of conduct for its supervised persons. The Code of Ethics includes general requirements that such supervised persons comply with their fiduciary obligations to clients and applicable securities laws, and specific requirements relating to, among other things, personal trading, insider trading, conflicts of interest and confidentiality of client information. It requires supervised persons to report their personal securities transactions and holdings quarterly to the Adviser's Compliance Officer and requires the Compliance Officer to review those reports. It also requires supervised persons to report any violations of the Code of Ethics promptly to the Adviser's Compliance Officer. Each supervised person of the Adviser receives a copy of the Code of Ethics and any amendments to it and must acknowledge in writing having received the materials. Annually, each supervised person must certify that he or she complied with the Code of Ethics during that year. Clients and prospective clients may obtain a copy of the Adviser's Code of Ethics by contacting the Compliance Officer of the Adviser.

---

### **Participation or Interest in Client Transactions**

Under the Adviser's Code of Ethics, the Adviser and its managers, members, officers, and employees may invest personally in securities of the same classes as are purchased for clients and may own securities of the issuers whose securities are subsequently purchased for clients. If an issue is purchased or sold for clients and any of the Adviser, managers, members, officers and employees on the same day purchase or sell the same security, either the clients and the Adviser, managers, members, officers or employees shall receive or pay the same price or the clients shall receive a more favorable price. The Adviser and its managers, members, officers and employee may also buy or sell specific securities for their own accounts based on personal investment considerations, which the Adviser does not deem appropriate to buy or sell for clients.

---

### **Personal Trading**

The Chief Compliance Officer of the Adviser is Billy Peterson. He reviews all employee trades each quarter (except for his/her own trading activity that is reviewed by another principal or officer of the Firm). The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment.

## Item 12 - Brokerage Practices

---

### Brokerage Selection and Soft Dollars

The Adviser has the authority over the selection of the broker to be used and the commission rates to be paid without obtaining specific client consent. The Adviser *recommends* brokerage firms as qualified custodians and for trade execution.

The Adviser takes into account a number of factors when recommending a brokerage firm including commission rates, the financial stability and reputation, the quality of the investment research, investment strategies, special execution capabilities, clearance, settlement, custody, record keeping, and other services the financial stability and reputation of brokerage firms and the brokerage and research services provided by such brokers.

Custodians generally offer a variety of share classes of open-end mutual funds for client accounts, which typically include: (1) retail shares are generally available for purchase without a transaction fee, but by and large have a higher internal expense ratio than institutional class shares); and (2) institutional class shares are typically have a lower internal expense ratio than the retail share class, but often require the payment of a transaction fee and may require a minimum dollar purchase or be subject to other restrictions that make them impractical for certain clients.

Even though the transaction fees and applicable fund expenses (i.e., 12b-1 fees) are payable to the account custodian, and not the Adviser or any of its employees, the Adviser must still undertake a review to determine what share class is most appropriate for the client, considering such factors as the intended purchase amount, the amount of the transaction fee, the difference in expense ratios, the intended holding period, and the availability of the institutional share class.

The Adviser *DOES NOT* receive fees or commissions from any of these arrangements.

In selecting brokers or dealers to execute transactions, the Adviser will seek to achieve the best execution possible, but this does not require it to solicit competitive bids and does not have an obligation to seek the lowest available commission cost. The Adviser is not required to negotiate "execution-only" commission rates, thus the client is generally deemed to be paying for research and related services (i.e., "soft dollars") provided by the broker which are included in the commission rate. Research and related services furnished by brokers may include, but are not limited to, written information and analyses concerning specific securities, companies or sectors; market, financial and economic studies and forecasts; financial publications; statistical and pricing services, as well as discussions with research personnel, along with hardware, software, databases and other technical and telecommunication services and equipment utilized in the investment management process. It is the policy and practice of the Adviser to strive for the best price and execution for costs and discounts which are

competitive in relation to the value of the transaction and which comply with Section 28(e) of the Securities Exchange Act of 1934, as amended. Nevertheless, it is understood that the Adviser may pay compensation on a transaction in excess of the amount of compensation that another broker or dealer charges so long as it is in compliance with Section 28(e), and the Adviser makes no warranty or representation regarding compensation paid on transactions. In negotiating mark-ups or mark-downs, the Adviser will take into account the financial stability and reputation of brokerage firms and the brokerage and research services provided by such brokers, although the client may not, in any particular instance, be the sole direct or indirect beneficiary of the research services provided. The Adviser has no obligation to deal with any broker or group of brokers in executing transactions in portfolio securities.

---

### **Order Aggregation**

The nature of the clients and/or trading activity on behalf of client accounts are such that trade aggregation does not garner any client benefit (in regard to the mutual funds or exchange-traded funds for example).

If more than one price is paid for securities in an aggregated transaction, each client in the aggregated transaction will receive the average price paid for the block of securities in the same aggregated transaction for the day. If the Adviser is unable to fill an aggregated transaction completely but receives a partial fill of the aggregated transaction, the Adviser will allocate the filled portion of the transaction to clients based on an equitable rotational system as follows:

- The Adviser must ensure that adequate and full disclosure of its allocation and bunching practices has been made prior to the transaction.
- All clients/investors, accounts or funds participating in the aggregated order shall receive an average share price with all other transaction costs shared on a pro-rata basis.
- Aggregate transactions must not be executed unless the intended and resultant aggregation is consistent with its duty to seek best execution and any terms found in the Adviser's written agreements.
- Aggregated orders filled in their entirety shall be allocated among clients/investors, accounts or funds in accordance with an allocation statement created prior to the execution of the transaction(s); partially filled orders shall be allocated pro-rata based on the allocation statement and the variance from the modeled allocation of a security. Where this method prescribes an odd lot that is less than 100 shares for an account, the allocation will be rounded up to a whole lot. Client/investor funds held collectively for the purpose of completing the transaction may not be held in this commingled manner for any longer than is practical to settle the transaction.
- Each client/investor, account or fund that participates in an aggregated order will participate at the average share price for all the Adviser's transactions in

that security on a given business day, with transaction costs shared pro-rata based on each client/investor's, account's or fund's participation in the transaction.

- Investments resulting from any aggregated order must be consistent with the specific investment objective(s) of each client/investor, account or fund as detailed in any written agreements. No additional compensation shall result from the proposed allocation. No Client/investor, account or fund will be favored over any other Client/investor, account or fund as a result of the allocation.
- Pre-allocation statement(s) specifying the participating Client/investor accounts and the proposed method to allocate the order among the clients/investors, accounts or funds are required prior to any allocated order. The basis for establishing pre-allocations may include pro-rata of account assets to assets for the specific strategy, executing broker and variance from modeled position holding as factors. Should the actual allocation differ from the allocation statement, such trade will only be settled with the approval of the CCO or another appropriately qualified and authorized principal of the Adviser.

In cases where the Client has negotiated the commission-rate directly with the broker, the Adviser will not be able to obtain more favorable commission rates based on an aggregated trade. In such cases, the Client will be precluded from receiving the benefit of any, possible commission discounts that might otherwise be available as a result of the aggregated trade.

---

### **Directing Brokerage for Client Referrals**

The Adviser and its associated persons do not receive client referrals from broker-dealers or third parties as consideration for selecting or recommending brokers for client accounts.

---

### **Directed Brokerage**

The Adviser allows clients to direct brokerage, but the Adviser does not require clients to direct brokerage. In the event that a client directs the Adviser to use a particular broker or dealer, the Adviser is not authorized under those circumstances to negotiate commissions and may not be able to obtain volume discounts or best execution. In addition, under these circumstances, a disparity in commission charges may exist between the commissions charged to clients who direct the Adviser to use a particular broker or dealer and other clients who do not direct Adviser to use a particular broker or dealer which may result in higher trading expenses to the client who directs brokerage. The Adviser may place orders for transactions in certain securities initially only for those accounts which are held in custody at banks or at brokerage firms that permit the Adviser to place trades for accounts held in custody at that firm with other

brokerage firms. Therefore, accounts held in custody at firms that do not permit the Adviser to place transactions with other brokerage firms may not be able to participate in the initial transaction and may not be able to participate in the same gains or losses as other Clients whose accounts are not so restricted. In cases where trading or investment restrictions are placed on a Client's account, the Adviser may be precluded from aggregating that Client's transaction with other accounts which may result in less favorable security prices and/or higher transaction costs.

## **Item 13 - Review of Accounts**

---

### **Periodic Reviews**

Account reviewers are members of the firm's Investment Committee or are registered Investment Adviser Representatives. Account reviews are performed annually by advisors Billy Peterson, CEO & Shaun Peterson, IAR. They are instructed to consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

---

### **Review Triggers**

Accounts are reviewed quarterly or more frequently when market conditions dictate. Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's financial or personal situation.

---

### **Regular Reports**

Clients receive statements of account positions no less than quarterly from the account custodian. The written reports include account valuation, performance stated in dollars and as a percent.

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

---

### **Incoming Client Referrals**

The Adviser receives client referrals which may come from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

---

### **Referrals to Third Parties**

The Adviser does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

## **Item 15 - Custody**

---

### **Custody Policy**

The Adviser does not accept or permit the Firm or its associated persons from obtaining custody of client assets including cash, securities, acting as a trustee, provide bill paying service, have password access to control account activity or any other form of controlling client assets. All checks or wire transfer to fund client accounts are required to be made out to/sent to the account custodian.

---

### **Account Statements**

All assets are held at qualified custodians and the custodians provide account statements not less than quarterly to clients at their address of record. Clients should carefully review such statements for any discrepancies or inaccuracies.

---

### **Performance Reports**

Pursuant to recent amendments to Rule 206(4) under the Investment Advisers Act of 1940, the Securities and Exchange Commission now requires advisers to urge clients to compare the information set forth in their statement from the Adviser with the statements received directly from the custodian to ensure accuracy of all account transactions.

## **Item 16 - Investment Discretion**

The Adviser contracts for limited discretionary authority to transact portfolio securities accounts on behalf of clients. Discretionary authority is granted either by the Adviser's investment management agreement and/or by a separate limited power of attorney where such document is required. The Adviser has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. The firm's discretionary authority regarding investments may, however, be subject to certain limitations. These limitations are recognized as the restrictions and prohibitions placed by the Client on transactions in certain types of businesses or industries. All such restrictions are to be agreed upon in writing at the account's inception.

The Adviser will consult with the client where discretion is not obtained prior to each trade in order to obtain client approval for the transaction(s).

The client authorizes the discretion to select the custodian to be used and the commission rates paid to the Adviser. The Adviser does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

## **Item 17 - Voting Client Securities**

The Adviser will not vote nor advise clients how to vote proxies for securities held in client accounts. The client clearly keeps the authority and responsibility for the voting

of these proxies. The Adviser does not give any advice or take any action with respect to the voting of these proxies. For accounts subject to the provisions of the Employee Retirement Income Security Act of 1974 (“ERISA”), the plan fiduciary specifically keeps the authority and responsibility for the voting of any proxies for securities held in plan accounts. The Adviser promptly passes along any proxy voting information to the clients or their representatives.

## **Item 18 - Financial Information**

The Adviser does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients. The Adviser meets all net capital requirements that it is subject to and the Adviser has not been the subject of a bankruptcy petition in the last 10 years.

The Adviser is not required to provide a balance sheet as it does not serve as a custodian for client funds or securities and does not require prepayment of fees of more than \$1,200 [\$500 for state advisers] per client, and six months or more in advance.

## **Item 19 - State Registered Investment Adviser Information**

### **Business Continuity Plan**

The Adviser has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

---

#### **Disasters**

The Business Continuity Plan covers natural disasters such as snowstorms, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.

---

#### **Alternate Offices**

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

---

#### **Summary of Business Continuity Plan**

A summary of the business continuity plan is available upon request to Peterson Wealth Services, Inc. Chief Compliance Officer.



# Information Security Program

---

## Information Security

The Adviser maintains an information security program to reduce the risk that your personal and confidential information may be breached.

---

## Privacy Practices

### Privacy Policy

Below is a summary of the Adviser's Privacy Policy regarding client personal information. A complete version of the Privacy Policy is contained in your client advisory agreement and may be obtained by contacting the Compliance Officer of the Adviser.

The Adviser:

- a) Collects non-public personal information about its clients from the following sources:
  - Information received from clients on applications or other forms;
  - Information about clients' transactions with the Adviser, its affiliates and others;
  - Information received from our correspondent clearing broker with respect to client accounts;
  - Medical information submitted as part of an insurance application for a traditional life or variable life policy; and
  - Information received from service bureaus or other third parties.
- b) The Adviser will not share such information with any affiliated or nonaffiliated third party except:
  - When necessary to complete a transaction in a customer account, such as with the clearing firm or account custodians;
  - When required to maintain or service a customer account;
  - To resolve customer disputes or inquiries;
  - With persons acting in a fiduciary or representative capacity on behalf of the customer;

- With rating agencies, persons assessing compliance with industry standards, or to the attorneys, accountants, and auditors of the firm;
  - In connection with a sale or merger of The Adviser's business;
  - To protect against or prevent actual or potential fraud, identity theft, unauthorized transactions, claims or other liability;
  - To comply with federal, state or local laws, rules and other applicable legal requirements;
  - In connection with a written agreement to provide investment management or advisory services when the information is released for the sole purpose of providing the products or services covered by the agreement;
  - In any circumstances with the customer's instruction or consent.
- c) Restricts access to confidential client information to individuals who are authorized to have access to confidential client information and need to know that information to provide services to clients.
- d) Maintains physical, electronic and procedural security measures that comply with applicable state and federal regulations to safeguard confidential client information.

# **Firm Brochure Part 2B of Form ADV**

**Item 1—Cover Page**

## **Peterson Wealth Services, Inc.**

**1523 East Skyline Drive, Suite C**

**South Ogden, UT 84405**

**801-475-4002**

**801-475-4015**

**www.petersonws.com**

**[office@petersonws.com](mailto:office@petersonws.com)**

This brochure provides information about principals and adviser representatives of Peterson Wealth Services, Inc. and this brochure supplements the Peterson Wealth Services, Inc. brochure. You should have received a copy of that brochure. Please contact Billy Peterson at 801-475-4002, or by email at: [office@petersonws.com](mailto:office@petersonws.com) if you did not receive Peterson Wealth Services, Inc. brochure or if you have any questions about the contents of this supplement. 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 the firm and its investment advisory representatives is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

# Form ADV Part 2B

## Item 2 - Education and Business Standards

The Adviser requires that advisors have a bachelor's degree and further coursework or work experience demonstrating knowledge of investment management principals.

Examples of acceptable coursework include an MBA, a CFP, a CFA, a ChFC, JD, CTFA, EA or CPA. Alternatively, advisors must have work experience that demonstrates their aptitude for investment management.

---

### Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

**CFP®:** A CERTIFIED FINANCIAL PLANNER™ designation is offered by the Certified Financial Planner Board of Standards, Inc. (CFP Board) to candidates with at least a bachelor's degree and three years of full-time pertinent experience and that complete a CFP-board registered program or hold certain designations, including a CFA. CFP® professionals must agree to be bound by the CFP Board's Standards of Professional Conduct and complete 30 hours of continuing education every two years.

**Billy Peterson holds a CFP® and holds a series 65 designation CRD #2747152**

**Shaun Peterson holds a series 66 designation CRD #5972068**

**Margaret Pigg holds a series 66 designation CRD #6479452**

## Education and Business Background

### Billy Peterson, CEO

*Date of birth:* 1972

*Educational Background:*

University of Texas at El Paso; 1995.

*Business Experience:*

01/2017 – Present	Morgan High School, Coach
10/2009 – Present	Raymond James Financial Services Advisors, Inc., IAR
10/2009 – Present	Raymond James Financial Services, Inc., Financial Advisor
04/2015 – Present	Peterson Wealth Services-Divorce Planning, CDFA
10/2010 – 06/2020	Stonehill Insurance Agency, Insurance Agent
06/2009 – 10/2009	Morgan Stanley Smith Barney, Senior Vice President WM

---

**Items 3 & 7 - Disciplinary Information**

As it relates to past, current or prospective clients, Billy Peterson not been involved in legal or disciplinary events, has not been involved in arbitrations, has not been subject to a self regulatory organization or administrative proceedings and has not filed or planning to file a bankruptcy petition.

---

**Item 4 - Other Business Activities**

Utah Divorce Planning, LLC - Certified Divorce Financial Analyst  
Peterson Wealth Services, Inc. - Owner  
Livastride Youth Foundation - Founder/Leadership Director  
Morgan High School - Coach  
BHP Properties - Rental Real Estate  
Peterson Real Estate Enterprises, LLC – Owner  
Buckway Ranch, LLC – Owner  
Board seat for PDFJ (Permanently Disabled Jockeys Fund)  
Successor TTEE: for Spencer Peterson Revocable Trust  
Successor TTEE: for Larie Hannum Revocable Trust  
Successor TTEE: for Ben Peterson Revocable Trust

---

**Item 5 - Additional Compensation**

None

---

**Item 6 - Supervision**

Billy Peterson is supervised by Billy Peterson, CEO. He reviews Billy Peterson's work through frequent office interactions as well as remote interactions. He also reviews Billy Peterson's activities through our client relationship management system.

Billy Peterson's contact information:

801-475-4002

[office@petersonws.com](mailto:office@petersonws.com)

# **Firm Brochure Part 2B of Form ADV**

**Item 1 – Cover Page**

## **Peterson Wealth Services, Inc.**

**1523 East Skyline Drive, Suite C**

**South Ogden, UT 84405**

**801-475-4002**

**801-475-4015**

**www.petersonws.com**

**[office@petersonws.com](mailto:office@petersonws.com)**

This brochure provides information about principals and adviser representatives of Peterson Wealth Services, Inc. and this brochure supplements the Peterson Wealth Services, Inc. brochure. You should have received a copy of that brochure. Please contact Billy Peterson at 801-475-4002, or by email at: [office@petersonws.com](mailto:office@petersonws.com) if you did not receive Peterson Wealth Services, Inc. brochure or if you have any questions about the contents of this supplement. 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 the firm and its investment advisory representatives is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

# Form ADV Part 2B

## Item 2 - Education and Business Standards

The Adviser requires that advisors have a bachelor's degree and further coursework or work experience demonstrating knowledge of investment management principals.

Examples of acceptable coursework include an MBA, a CFP, a CFA, a ChFC, JD, CTFA, EA or CPA. Alternatively, advisors must have work experience that demonstrates their aptitude for investment management.

## Education and Business Background

### Shaun Peterson, IAR

*Date of birth:* 1985

*Educational Background:*

Utah State University; 2008.

*Business Experience:*

08/2018 – Present	SPete Holdings, Inc., CEO
10/2009 – Present	Raymond James Financial Services Advisors, Inc., IAR
10/2009 – Present	Raymond James Financial Services, Inc., Financial Advisor
09/2011 – Present	Peterson Wealth Services-Advisor for Support Services
11/2017 – Present	Utah Divorce Planning, CDFA
08/2011 – 11/2011	Raymond James Financial Services, Inc., Pending FA
07/2008 – 08/2011	Les Olson Company, Sales

---

### Items 3 & 7 - Disciplinary Information

As it relates to past, current or prospective clients, Shaun Peterson not been involved in legal or disciplinary events, has not been involved in arbitrations, has not been subject to a self regulatory organization or administrative proceedings and has not filed or planning to file a bankruptcy petition.

---

### Item 4 - Other Business Activities

Utah Divorce Planning, LLC - Certified Divorce Planning Analyst  
Livastride Youth Foundation – Counselor  
Successor TTEE: for Stanton & Christine Peterson Revocable Trust

---

### Item 5 - Additional Compensation

None

---

**Item 6 - Supervision**

Shaun Peterson is supervised by Billy Peterson, CEO. He reviews Shaun Peterson's work through frequent office interactions as well as remote interactions. He also reviews Shaun Peterson's activities through our client relationship management system.

Billy Peterson's contact information:

801-475-4002

[office@petersonws.com](mailto:office@petersonws.com)



## **Part 2B of Form ADV**

**Item 1—Cover Page**

### **Peterson Wealth Services, Inc.**

**1523 East Skyline Drive, Suite C**

**South Ogden, UT 84405**

**801-475-4002**

**801-475-4015**

**www.petersonws.com**

**[office@petersonws.com](mailto:office@petersonws.com)**

This brochure provides information about principals and adviser representatives of Peterson Wealth Services, Inc. and this brochure supplements the Peterson Wealth Services, Inc. brochure. You should have received a copy of that brochure. Please contact Billy Peterson at 801-475-4002, or by email at: [office@petersonws.com](mailto:office@petersonws.com) if you did not receive Peterson Wealth Services, Inc. brochure or if you have any questions about the contents of this supplement. 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 the firm and its investment advisory representatives is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

# Form ADV Part 2B

## Item 2 - Education and Business Standards

The Adviser requires that advisors have a bachelor's degree and further coursework or work experience demonstrating knowledge of investment management principals.

Examples of acceptable coursework include an MBA, a CFP, a CFA, a ChFC, JD, CTFA, EA or CPA. Alternatively, advisors must have work experience that demonstrates their aptitude for investment management.

## Education and Business Background

### Margaret Pigg, IAR

*Date of birth:* 1989

*Educational Background:*

Ohio Wesleyan University, B.A. Psychology & Women's Gender Studies, 2011.

*Business Experience:*

10/2019 – Present	Raymond James Financial Services Advisors, Inc., IAR
08/2015 – Present	Raymond James Financial Services, Inc., Financial Advisor
04/2015 – Present	Peterson Wealth Services-Sales Assistant
08/2016 – Present	Utah Divorce Planning, Employee
04/2015 – 08/2015	Raymond James Financial Services, Inc., Associate
09/2012 – 04/2015	Booz Allen Hamilton, Senior Consultant
10/2011 – 09/2012	CACI, Junior OPS Analyst
05/2011 – 08/2011	Digitek Computer Products, A/P Intern
08/2007 – 05/2011	Ohio Wesleyan University, Student

---

### Items 3 & 7 - Disciplinary Information

As it relates to past, current or prospective clients, Margaret Pigg not been involved in legal or disciplinary events, has not been involved in arbitrations, has not been subject to a self regulatory organization or administrative proceedings and has not filed or planning to file a bankruptcy petition.

---

### Item 4 - Other Business Activities

Utah Divorce Planning, LLC - Employee  
Livastride Youth Foundation – Counselor

---

**Item 5 - Additional Compensation**

None

---

**Item 6 - Supervision**

Margaret Pigg is supervised by Billy Peterson, CEO. He reviews Margaret Pigg's work through frequent office interactions as well as remote interactions. He also reviews Margaret Pigg's activities through our client relationship management system.

Billy Peterson's contact information:

801-475-4002

[office@petersonws.com](mailto:office@petersonws.com)