



## **FORM ADV, PART 2B BROCHURE SUPPLEMENT**

**JACOB BRIAN RAY, AIF®, AWMA®, CSRIC™**  
**DECEMBER 16, 2020**

**COLORADO WEALTH GROUP, LLC**  
**1345 S. BROADWAY**  
**DENVER, CO 80210**  
**720-729-2500**  
**[WWW.COLORADOWEALTHGROUP.COM](http://WWW.COLORADOWEALTHGROUP.COM)**

This Brochure Supplement provides information about Jacob Ray (CRD# 6111509) that supplements the Disclosure Brochure for Colorado Wealth Group, LLC, a copy of which you should have received. Please contact the Chief Compliance Officer at (720) 729-2500 if you did not receive the Disclosure Brochure or if you have any questions about the contents of this Brochure Supplement. Additional information about Jacob B. Ray is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).

## ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

**Jacob B. Ray, AIF®, AWMA®, CSRIC™**

Born: 1987

### POST-SECONDARY EDUCATION

- University of Northern Colorado | Business Administration | 2010
- Western Kentucky University | Masters of Business Administration | 2012
- Insurance License: Life, health & fixed annuities

### DESIGNATIONS

- Accredited Investment Fiduciary<sup>1</sup>, AIF®
- Accredited Wealth Management Advisor<sup>2</sup>, AWMA®
- Chartered SRI Counselor<sup>3</sup>, CSRIC™

### RECENT BUSINESS BACKGROUND

- Colorado Wealth Group, LLC | Investment Adviser Representative/ CCO/ Managing Member | August 2020 – Present
- MML Investors Services Inc. | Registered Representative | March 2016 – August 2020
- Massachusetts Mutual Life Insurance Company | Agent | April 2015 – August 2020
- Harp Financial Group, LLC | Investment Adviser Representative | March 2015 – April 2018
- Northwestern Mutual Investment Services, LLC | Registered Representative | August 2012 – March 2015
- Northwestern Mutual Life Insurance Company | Agent | August 2012 – March 2015

#### **<sup>1</sup>Minimum Qualifications for the Accredited Investment Fiduciary® (AIF®)**

The AIF Designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF Designation, the individual must meet prerequisite criteria based on a combination of education, relevant industry experience, and/or ongoing professional development, complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the Code of Ethics and Conduct Standards. In order to maintain the AIF Designation, the individual must annually attest to the Code of Ethics and Conduct Standards, and accrue and report a minimum of six hours of continuing education. The Designation is administered by the Center for Fiduciary Studies, the standards-setting body of fi360. Professional Certifications

#### **<sup>2</sup>Minimum Qualifications for the Accredited Wealth Management Advisor® (AWMA®)**

Individuals who hold the AWMA® designation have completed a course of study encompassing wealth strategies, equity-based compensation plans, tax reduction alternatives, and asset protection alternatives. Additionally, individuals must pass an end-of-course examination that tests their ability to synthesize complex concepts and apply theoretical concepts to real-life situations. All designees have agreed to adhere to Standards of Professional Conduct and are subject to a disciplinary process. Designees renew their designation every two-years by completing 16 hours of continuing education, reaffirming adherence to the Standards of Professional Conduct and complying with self-disclosure requirements.

#### **<sup>3</sup>Minimum Qualifications for the Chartered SRI Counselor™ (CSRIC™)**

The Chartered SRI Counselor is issued by the College for Financial Planning. It is accredited by the U.S. Department of Education Regional Accredited Agencies, The Higher Learning Commission (HLC). This designation is the first within the financial sector dedicated to SRI. There are no prerequisites for this designation. However, candidates must complete a graduate-level course. Also, they pass the required exam and pay the \$1,300 fee. To keep the designation current, they must complete 16 hours of continuing education every two years. They also pay a \$95 annual renewal fee.

### ITEM 3 – DISCIPLINARY INFORMATION

Jacob B. Ray has no history of any legal or disciplinary events that deems to be material to a client's consideration of Mr. Ray to act as their investment adviser representative. FINRA's BrokerCheck® may have additional information regarding the disciplinary history of Jacob Ray that is not included in this brochure supplement. <https://www.adviserinfo.sec.gov/>

### ITEM 4 – OTHER BUSINESS ACTIVITIES

Jacob B. Ray is a licensed insurance agent. It is anticipated that a small portion, less than (10%) of his time, will be spent providing these insurance products. In such capacity, he offers insurance products and receives normal and customary commissions as a result of any purchases made by clients. The client is under no obligation to purchase insurance through Jacob Ray on a commissionable basis. The potential for receipt of commissions and other compensation gives him incentive to recommend insurance products based on the compensation received, rather than on the client's needs. To address this, disclosure is made to the client at the time purchase is made, identifying the nature of the transaction or relationship, the role to be played and any compensation (e.g., commissions, trails) to be paid by the client and/or received by the insurance agent.

Jacob B. Ray is Managing Member of 1345 S Broadway, LLC, an entity used for personal real estate investments. The building in which Colorado Wealth Group, LLC has its location is owned by Jacob B. Ray through this LLC. This personal real estate entity is non-investment related in which Mr. Ray spends less than 1% of his time each month.

Jacob B. Ray is Managing Member of Financial Planning Consultants, LLC. This entity is used for the processing of bookkeeping and payroll for the investment advisory services he offers through Colorado Wealth Group, LLC. His time spent on this activity is 1.0 hour a month.

### ITEM 5 – ADDITIONAL COMPENSATION

Jacob B. Ray does not receive any economic benefit for providing advisory services beyond the scope of Colorado Wealth Group, LLC and business activities listed in Item 4.

### ITEM 6 – SUPERVISION

Jacob B. Ray is the Chief Compliance Officer of Colorado Wealth Group, LLC. His activities are generally supervised in accordance with the Firm's compliance procedures. Specific areas of review include transactions, account suitability and written correspondence including email, among other activities. Jacob B. Ray can be reached at 720-729-2500 or [JRay@ColoradoWealthGroup.com](mailto:JRay@ColoradoWealthGroup.com).

## ITEM 7 - REQUIREMENTS FOR STATE-REGISTERED ADVISERS

Jacob B. Ray has not been involved in or found liable in an arbitration claim or civil, self-regulatory organization or administrative proceeding alleging damages in excess of \$2,500, involving an investment or an investment-related business or activity; fraud, false statement(s), or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, or extortion; or dishonest, unfair, or unethical practices.

Jacob B. Ray has not been the subject of a bankruptcy petition. To the best of our ability all material conflicts of interest are disclosed regarding the Firm, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.