



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

**BRUCE ALLEN LARSEN**  
**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 Bruce Larsen (CRD# 3172376) 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 Bruce A. Larsen is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).

## ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

**Bruce A. Larsen**

Born: 1962

### POST-SECONDARY EDUCATION

- University of Wyoming | B.S. in Accounting | 1988
- Insurance License: Life, health & fixed annuities

### RECENT BUSINESS BACKGROUND

- Colorado Wealth Group, LLC | Investment Adviser Representative | August 2020 – Present
- Forta Financial Group | Investment Adviser Representative/ Registered Representative | March 2010 – August 2020
- Valic Financial Advisors | Investment Adviser Representative/ Registered Representative | July 2009 – March 2010
- Wells Fargo Advisors | Investment Adviser Representative/ Registered Representative | February 2009 – July 2009
- Merrill Lynch | Investment Adviser Representative/ Registered Representative | November 1998 – February 2009

## ITEM 3 – DISCIPLINARY INFORMATION

Bruce A. Larsen has history of legal or disciplinary event(s) that may deem to be material to a client's consideration of Mr. Larsen to act as their investment adviser representative. FINRA's BrokerCheck® may have additional information regarding the disciplinary history of Bruce Larsen that is not included in this brochure supplement. <https://www.adviserinfo.sec.gov/>

## ITEM 4 – OTHER BUSINESS ACTIVITIES

Bruce A. Larsen 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 Bruce Larsen 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.

Bruce A. Larsen is Managing Member of First Meeting, LLC, a tax planning software provider and the entity used for the processing of bookkeeping and payroll for the investment advisory services he offers through Colorado Wealth Group, LLC. His time spent on the tax planning software is 10 hours a month. Mr. Larsen will receive compensation for the software sales. It is anticipated that the purchaser of the software will not be Colorado Wealth Group, LLC clients.

Bruce A. Larsen is the author of "A Concise Guide to Taxes in Retirement." Mr. Larsen receives compensation from the sale of his book. The information provided in this book is not investment related and presents no conflict of interest with his advisory clients. Bruce A. Larsen spends less than 1% of his time each month on this activity.

#### **ITEM 5 – ADDITIONAL COMPENSATION**

Bruce A. Larsen 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**

Bruce A. Larsen is supervised through a compliance program designed to prevent and detect violations of the federal and state securities laws. Supervision is conducted by the Chief Compliance Officer, Jacob Ray, who is responsible for administering the policies and procedures. Jacob Ray reviews those policies and procedures annually for their adequacy and the effectiveness of their implementation. All policies and procedures of the firm are followed. Jacob B. Ray can be reached at 720-729-2500 or JRay@ColoradoWealthGroup.com.

#### **ITEM 7 - REQUIREMENTS FOR STATE-REGISTERED ADVISERS**

Bruce A. Larsen 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.

Bruce A. Larsen 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.