

Item 1 – Cover Page

Form ADV Part 2B Brochure Supplement

Matt Ahrens
Integrity Advisory, LLC
12721 Metcalf, Suite 202
Overland Park, KS 66213
913-897-2074

www.integrity-advisory.com

Date of Brochure: October 15, 2019

This brochure supplement provides information that complements the Integrity Advisory, LLC ADV Part 2A Brochure, a copy of which you should have received. Please contact Tony Moeller at 913-897-2074 or tmoeller@integrity-advisory.com if you did not receive the Integrity Advisory, LLC ADV Part 2A Brochure or if you have any questions about the contents of this supplement. Additional information about Integrity Advisory, LLC and about Matt Ahrens is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Matt Ahrens

Born: January, 1984

Educational Background:

- Certified Investment Management Analyst® (CIMA®), 2017 *
- BSBA in Accounting, Washburn University, Topeka, KS, 2006

Business Experience:

- Integrity Advisory, Chief Investment Officer, 2019 - Present
- Integrity Advisory, Financial Advisor, 2015 - Present
- Security Benefit, Regional Vice President, 2013 - 2015
- Security Benefit, Internal Sales Associate II, 2011 - 2013
- Security Benefit, Investment Staff Accountant II, 2008 - 2011

* Certified Investment Management Analyst® (CIMA®)

The CIMA certification signifies that an individual has met initial and ongoing experience, ethical, education, and examination requirements for investment management consulting, including advanced investment management theory and application. To earn CIMA certification, candidates must: submit an application, pass a background check and have an acceptable regulatory history; pass an online Qualification Examination; complete an in-person or online executive education program at an AACSB accredited university business school; pass an online Certification Examination; and have an acceptable regulatory history as evidenced by FINRA Form U-4 or other regulatory requirements and have three years of financial services experience at the time of certification.

CIMA certificants must adhere to IMCA's *Code of Professional Responsibility, Standards of Practice, and Rules and Guidelines for Use of the Marks*. CIMA designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification. The designation is administered through Investment Management Consultants Association (IMCA).

Item 3 – Disciplinary Information

Mr. Ahrens is currently not subject to, nor has ever been subject to, any legal or disciplinary events of a material nature.

Item 4 – Other Business Activities

Mr. Ahrens's primary business activity is acting as an investment advisor representative of IA. However, he also maintains a license as an independent insurance agent and may separately provide insurance products and services. Although he may receive compensation, clients are under no obligation to act upon any insurance recommendations made or to make any insurance transactions based on these recommendations. Less than 5% of his time annually is spent on these other activities.

Mr. Ahrens's has no other financial industry affiliations.

Item 5 – Additional Compensation

Mr. Ahrens does not receive any economic benefits, sales awards, or other compensation in connection with providing advisory services to clients.

Item 6 – Supervision

Tony Moeller (913-897-2074) is the President and Chief Compliance Officer of Integrity Advisory and is ultimately responsible for supervising all activities and services provided by the firm. Mr. Moeller monitors all trading activity and is responsible for supervising all advisory activities of IA associates.