

Item 1 – Cover Page

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Brochure Date: March 17, 2020

This Brochure provides information about the qualifications and business practices of FINANCIAL INSIGHT CENTER. If you have any questions about the contents of this Brochure, please contact us at (801) 449-3239. 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.

FINANCIAL INSIGHT CENTER is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provides you with information about which you determine to hire or retain an Adviser. Additional information about FINANCIAL INSIGHT CENTER also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2 – Material Changes**

On July 28, 2010, the United State Securities and Exchange Commission published “Amendments to Form ADV” which amends the disclosure document that we provide to clients as required by SEC Rules. This Brochure is a document prepared according to the SEC’s requirements and rules.

In January 2020, Schwab was added as a custodian. No other material changes have occurred since our last filing.

Currently, our Brochure may be requested by contacting Scott Sayre, Chief Compliance Officer at (801) 449-3239 or [scott@insightgroup.com](mailto:scott@insightgroup.com).

Additional information about FINANCIAL INSIGHT CENTER is also available via the SEC’s web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC’s web site also provides information about any persons affiliated with FINANCIAL INSIGHT CENTER who are registered, or are required to be registered, as investment adviser representatives of FINANCIAL INSIGHT CENTER.

### Item 3 -Table of Contents

Item 1 – Cover Page.....	i
Item 2 – Material Changes.....	ii
Item 3 - Table of Contents .....	iii
Item 4 – Advisory Business .....	1
Item 5 – Fees and Compensation .....	2
Item 6 – Performance-Based Fees and Side-By-Side Management .....	3
Item 7 – Types of Clients.....	3
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss.....	4
Item 9 – Disciplinary Information .....	7
Item 10 – Other Financial Industry Activities and Affiliations .....	7
Item 11 – Code of Ethics .....	8
Item 12 – Brokerage Practices .....	9
Item 13 – Review of Accounts.....	11
Item 14 – Client Referrals and Other Compensation .....	12
Item 15 – Custody.....	12
Item 16 – Investment Discretion.....	12
Item 17 – Voting <i>Client</i> Securities.....	12
Item 18 – Financial Information .....	13
Item 19 – Privacy Policy.....	14
Investment Advisor Representatives.....	16

## **Item 4 – Advisory Business**

### Company Ownership and History

Mark Matley and Paul Salisbury, the owners of Financial Insight Holdings, LLC, are also the sole owners of the SEC-registered investment advisory firm, The Insight Group®, Inc. Mr. Matley and Mr. Salisbury are each a 50% owner of Financial Insight Holdings, LLC, which owns a 60% interest in FINANCIAL INSIGHT CENTER. Charles Cutler owns a 30% interest in FINANCIAL INSIGHT CENTER. Brady Jardine owns a 10% interest in FINANCIAL INSIGHT CENTER. The Insight Group®, Inc. and FINANCIAL INSIGHT CENTER are SEC-Registered investment advisory firms.

FINANCIAL INSIGHT CENTER has been in business since January 2010. Our services include Financial Planning Services and Investment Advisory Services.

### Financial Planning Services

FINANCIAL INSIGHT CENTER representatives provide advice in the form of a Financial Plan. Clients purchasing this service will receive a written report delivered in paper form or electronically, providing the client with a detailed financial plan designed around his or her stated financial goals and objectives. The financial plan will address any or all of the following: retirement and financial independence; estate planning; risk analysis for life, disability and long term care; cash flow and debt management; and, investment planning.

FINANCIAL INSIGHT CENTER representatives gather required information through in-depth personal interviews. Information gathered includes a client's current financial status, future goals, and attitudes towards risk. Related documents may be supplied by the client and reviewed. Frequently a questionnaire is completed by the client, and written reports are prepared. Should a client choose to implement the recommendations contained in the plan, FINANCIAL INSIGHT CENTER suggests the client work closely with his/her attorney, accountant, insurance agent, and/or stockbroker or investment advisor. Implementation of financial plan recommendations is entirely at the client's discretion.

### Investment Advisory Services

FINANCIAL INSIGHT CENTER representatives identify a client's objectives, rate of return requirements, and risk tolerance. FINANCIAL INSIGHT CENTER representatives then develop a portfolio strategy for each client. This may include the determination of the appropriate asset allocation and underlying investments. They then implement the portfolio recommendations by utilizing the asset management and manager selection services of approved asset management programs (including but not limited to those specifically listed in this ADV). FINANCIAL INSIGHT CENTER representatives then assist the client in establishing an investment account. FINANCIAL INSIGHT CENTER representatives continue to consult the investor periodically advising them on issues such as account performance and suitability of the investment strategy in meeting their independent goals and objectives.

Clients receive periodic account statements and/or confirmations from their custodians on a regular basis, which provide a record of transactions in the account and a list of holdings. Performance reports may or may not be provided as performance reporting is custodian driven. FINANCIAL INSIGHT CENTER does not act as custodian for the assets. The money managers and/or mutual funds have the ultimate responsibility for the investment performance of the investment vehicles. The client understands that the account may be periodically rebalanced.

If a client chooses to restrict investment in certain securities or types of securities, such a request must be made in writing.

By separate agreement, the client may grant discretionary authority which is a limited power of attorney for discretionary trading including the type of securities to be bought and sold, and the amount of securities to be bought and sold.

For additional information regarding discretion, please see Item 16 - Investment Discretion.

FINANCIAL INSIGHT CENTER manages assets on both a discretionary and non-discretionary basis. As of 02/21/2020 total discretionary assets managed were \$365,477,818. Total non-discretionary assets were \$54,479,508.

## **Item 5 – Fees and Compensation**

### **Financial Planning Services**

Financial planning fees will be charged in one or both of the following ways:

- 1) as a fee ranging from \$0 to \$15,000 depending on the complexity and scope of each client's circumstances. The fee amount will be determined at the start of the advisory relationship; and/or
- 2) at a rate of \$75 to \$300 per hour depending on the complexity and scope of each client's circumstances.

50% of the estimated financial planning fee will be due upon signing the Financial Planning Services Agreement, with the balance due upon presentation of the plan to the client.

Typically the financial plan will be presented to the client within 30 days of the Financial Planning Services Agreement date, provided that all information needed to prepare the financial plan has been promptly provided by the client.

The client may terminate the Financial Planning Services Agreement and receive a full refund of the initial fee within five business days from the date of the agreement by sending written notice to FINANCIAL INSIGHT CENTER. The notice must be received by FINANCIAL INSIGHT CENTER in this five-day period. After the five-day period, either the Client or FINANCIAL INSIGHT CENTER may cancel the Agreement by giving ten (10) days written notice to FINANCIAL INSIGHT CENTER (Client). The agreement is terminated upon receipt by the Client of the final plan and receipt by FINANCIAL INSIGHT CENTER of the final fee.

### **Investment Advisory Fees**

Documents and fee schedules will be given to the client in an engagement letter and/or application and/or investment advisory service agreement (as applicable), and Form ADV.

Fees and account minimums may be negotiable based on such factors as portfolio size, and aggregate amount invested with specific investment management programs as well as the simplicity of the asset allocation, implementation, or services required. FINANCIAL INSIGHT CENTER charges no more than 1.5% annually for accounts. Fees may be reduced based upon specific asset levels maintained by the client through FINANCIAL INSIGHT CENTER. Fees and corresponding reductions are detailed for each account in the Investment Advisory Services Agreement signed by the client at the time that investment accounts are opened.

Fees paid to FINANCIAL INSIGHT CENTER for investment advisory services are separate and distinct from the fees and expenses charged by the mutual funds, money managers, custodians and insurance contracts. These fees and expenses are described in each investment prospectus, Form ADV and/or separate account Form

ADV Schedule H. These fees may include a fund or separate account management fee, other fund expenses, and/or a possible distribution fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charge.

A client may invest in a mutual fund directly, without the services of FINANCIAL INSIGHT CENTER. In that case, the client would not receive the services provided by FINANCIAL INSIGHT CENTER which are designed, among other things, to assist the client in determining which mutual funds or money managers are most appropriate to each client's financial condition and objectives.

The client should review the fees charged by the managers, the custodians, the variable life and annuity insurance companies, the mutual funds and the fees charged by FINANCIAL INSIGHT CENTER to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

The client may terminate the Investment Advisory Agreement and receive a full refund of any investment advisory fee incurred within five business days from the date of this agreement by sending written notice to FINANCIAL INSIGHT CENTER. This notice must be received by FINANCIAL INSIGHT CENTER in this five-day period. The Client understands that if the agreement is terminated, their investment could be higher or lower than the original amount deposited based upon changes in market value during this period. After the five-day period, either the Client or the Advisor may cancel the Agreement by ten (10) days written notice to FINANCIAL INSIGHT CENTER (Client) with fees paid to FINANCIAL INSIGHT CENTER on a pro-rated basis. Fees pro-rated will be on a daily basis.

#### Solicitation Agreements For Institutional Accounts

FINANCIAL INSIGHT CENTER has entered into a solicitation agreement with SEI as an independent agent for the purpose of soliciting investment advisory accounts for their institutional management services. These accounts are typically associated with pension plans and corporate trusts. SEI may pay FINANCIAL INSIGHT CENTER up to 10% of the investment management fees it receives for services SEI renders on these accounts.

#### SEI Giving Fund

FINANCIAL INSIGHT CENTER has entered into a solicitation agreement with SEI as a Service Provider for the SEI Giving Fund. SEI will pay FINANCIAL INSIGHT CENTER, in lieu of its normal advisory fee, a fee based on the account value within the Giving Fund made by a Donor introduced by FINANCIAL INSIGHT CENTER. Such fee shall be paid quarterly in arrears based on the value of the contribution in the Donor's account of up to 1%.

Item 12 further describes the factors that FINANCIAL INSIGHT CENTER considers in selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation (e.g., commissions).

### **Item 6 – Performance-Based Fees and Side-By-Side Management**

FINANCIAL INSIGHT CENTER does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

### **Item 7 – Types of Clients**

FINANCIAL INSIGHT CENTER offers services primarily to individuals, high net worth individuals, trusts, estates, charitable organizations, pension and profit sharing plans and corporations or other business entities.

The minimum account is \$100,000. The minimum may be waived at the discretion of FINANCIAL INSIGHT CENTER representatives.

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

The combination of investments used with respect to any investor will depend upon the investment objectives of that investor. Our focus is a disciplined investment process within portfolios designed specifically to help our clients achieve their life and wealth goals.

FINANCIAL INSIGHT CENTER develops our approach from disciplined behavioral and analytical research, focusing on the psychology of an individual investor, as well as the trends that impact worldwide financial markets and investment managers. This philosophy is based upon five principles: asset allocation, portfolio structure, tax management, multiple specialist managers and continuous portfolio management.

*Asset Allocation:* This is the first most important step. Asset allocation includes determining how much to invest in different asset classes such as cash equivalents, stocks, fixed-income investments and tangible assets such as real estate. Asset allocation also applies to subcategories such as government, municipal and corporate bonds or in the case of stocks, large company stocks or small company stocks.

*Portfolio Structure:* This includes making sure you own the right mix of securities. For example, you shouldn't just own "stocks" but also make sure you have the right mix of large and small cap, growth, value and even alternative investments. This discipline is exercised across all the asset classes involved.

*Tax Management:* Tax management should never be ignored. We employ a special focus on tax management to help control tax implications and to help enhance after-tax returns.

*Multiple Specialist Managers:* To implement our asset management strategies, we evaluate investment talent from a global network of institutional money managers who specialize in specific sectors of the market. We have found that identifying, hiring and managing specialist money managers helps to deliver more consistent performance.

*Continuous Portfolio Management:* Through SEI our managers are continually evaluated while searching for new managers continues.

We believe that this process and the application of this philosophy will add value by enhancing returns and reducing risk, thereby increasing the likelihood of our clients achieving their goals.

Investing in securities involves risk of loss that clients should be prepared to bear.

There is no guarantee that an investment will achieve its goal. FINANCIAL INSIGHT CENTER makes judgments about the securities markets, and the economy but these judgments may not anticipate actual market movements or the impact of economic conditions on investment performance. In fact, no matter how good a job FINANCIAL INSIGHT CENTER does, you could lose money on your investment. Your investment is not a bank deposit, and its shares are not insured or guaranteed by the FDIC or any other government agency. The value of your investment is based on the market prices of the underlying securities held. These prices change daily due to economic and other events that affect securities markets generally, as well as those that affect particular companies and other issuers. These price movements, sometimes called volatility, may be greater or lesser depending on the types of investments you own and the markets in which those securities trade. The effect on an investment of a change in the value of a single security will depend on how widely the investment portfolio diversifies its holdings.

Your investments may not achieve positive returns over short- or long-term periods.

The success of the Client's investment strategy depends on FINANCIAL INSIGHT CENTER's selection of the underlying funds and sub-advisers in separately managed accounts and allocating assets to such underlying funds and sub-advisers. FINANCIAL INSIGHT CENTER, an underlying fund or a sub-adviser in a separately managed account, may be incorrect in assessing market trends, the value or growth capability of particular securities or asset classes. In addition, the methodology by which FINANCIAL INSIGHT CENTER allocates the Client's investment assets to the underlying funds and sub-advisers for separately managed accounts may not achieve desired results and may cause the investment to lose money or underperform other comparable mutual funds or investment accounts.

The underlying funds and sub-advisers for separately managed accounts may apply any of a variety of investment strategies and may invest in a broad range of asset classes, securities and other investments to achieve their designated investment strategies. The principal risks of using such investment strategies and making investments in such asset classes, securities and other investments are set forth below but are not all inclusive of potential risks. The term "the Fund" in the paragraphs below collectively refers to both the Client investment and underlying funds.

*Investment Company Risk* — When the Fund invests in an investment company, in addition to directly bearing the expenses associated with its own operations, it will bear a pro rata portion of the investment company's expenses. In addition, while the risks of owning shares of an investment company generally reflect the risks of owning the underlying investments of the investment company, the Fund may be subject to additional or different risks than if the Fund had invested directly in the underlying investments.

*Equity Market Risk* — The risk that stock prices will fall over short or extended periods of time.

*Small-Cap Company Risk* — The risk that small capitalization securities may underperform other segments of the equity markets or the equity markets as a whole. Smaller capitalization companies may be more vulnerable to adverse business or economic events than larger, more established companies.

*Fixed Income Market Risk* — The prices of the Fund's fixed income securities respond to economic developments, particularly interest rate changes, as well as to perceptions about the creditworthiness of individual issuers, including governments and their agencies. In the case of foreign securities, price fluctuations will reflect international economic and political events, as well as changes in currency valuations relative to the U.S. dollar.

*Corporate Fixed Income Securities Risk* — Corporate fixed income securities respond to economic developments, especially changes in interest rates, as well as perceptions of the creditworthiness and business prospects of individual issuers.

*Below Investment Grade Securities Risk* — Fixed income securities rated below investment grade (junk bonds) involve greater risks of default or downgrade and are more volatile than investment grade securities.

*Mortgage-Backed Securities Risk* — Mortgage-backed securities are affected by, among other things, interest rate changes and the possibility of prepayment of the underlying mortgage loans. Mortgage-backed securities are also subject to the risk that underlying borrowers will be unable to meet their obligations.

*Asset-Backed Securities Risk* — Payment of principal and interest on asset-backed securities is dependent largely on the cash flows generated by the assets backing the securities and asset-backed securities may not have the benefit of any security interest in the related assets.



*U.S. Government Securities Risk* —Although U.S. Government securities are considered to be among the safest investments, they are not guaranteed against price movements due to changing interest rates. Obligations issued by some U.S. Government agencies are backed by the U.S. Treasury, while others are backed solely by the ability of the agency to borrow from the U.S. Treasury or by the agency's own resources.

*Commodity-linked Securities Risk* —Investments in commodity-linked securities may be more volatile and less liquid than direct investments in the underlying commodities themselves. Commodity-related equity returns can also be affected by the issuer's financial structure or the performance of unrelated businesses.

*Distressed Securities Risk* —Distressed securities frequently do not produce income while they are outstanding and may require the Fund to bear certain extraordinary expenses in order to protect and recover its investment. Distressed securities are at high risk for default.

*Liquidity Risk* —Investments in illiquid securities may reduce the returns to the Fund because it may be unable to sell the illiquid securities at an advantageous time or price. Further, transactions in illiquid securities may entail transaction costs that are higher than those for transactions in liquid securities.

*Currency Risk* —Due to a fund manager's active positions in currencies, it may be subject to the risk that currency exchange rates may fluctuate in response to, among other things, changes in interest rates, intervention (or failure to intervene) by U.S. or foreign governments, central banks or supranational entities, or by the imposition of currency controls or other political developments in the United States or abroad.

*Derivatives Risk* — The risk that changes in the market value of securities held by the account, and of the derivative instruments relating to those securities, may not be proportionate. There may not be a liquid market for the fund or manager to sell a derivative instrument. Derivatives are also subject to the risk that a counterparty may default on its payment obligations to the investor.

*Swap Transactions Risk* —Swaps are arrangements whereby two parties (counterparties) enter into an agreement to exchange payment streams calculated in relation to a rate, index, instrument or certain securities and a predetermined dollar amount (notional principal value). The counterparties do not exchange the notional principal amount, only the payment streams. Swaps are generally subject to the same risks as other derivative securities (described above).

*Leverage Risk* —The use of leverage can amplify the effects of market volatility on the Fund's share price and may also cause the Fund to liquidate portfolio positions when it would not be advantageous to do so in order to satisfy its obligations.

*Exchange-Traded Funds (ETFs) Risk* —The risks of owning shares of an ETF generally reflect the risks of owning the underlying securities the ETF is designed to track, although lack of liquidity in an ETF could result in its value being more volatile than the underlying portfolio securities.

*Exchange-Traded Notes (ETNs)* —The value of an ETN is subject to the credit risk of the issuer. There may not be an active trading market available for some ETNs. Additionally, trading of ETNs may be halted or delisted by the listing exchange.

*Foreign Investment/Emerging Markets Risk* —The risk that non-U.S. securities may be subject to additional risks due to, among other things, political, social and economic developments abroad, currency movements, and different legal, regulatory and tax environments. These additional risks may be heightened with respect to emerging market countries since political turmoil and rapid changes in economic conditions are more likely to occur in these countries.

*Short Sales* —Short sales expose an investment to the risk that it will be required to buy the security sold short (also known as “covering” the short position) at a time when the security has appreciated in value thus resulting in a loss to an investor. Reinvesting proceeds received from short selling may create leverage which can amplify the effects of market volatility on the investment’s share price.

*Directional or Tactical Strategies Risk* —Directional or tactical strategies usually use long and short positions which entail prediction on the direction into which the overall market is going to move. Directional or tactical strategies may utilize leverage and hedging. Risk of loss may be significant if the Fund’s judgment is incorrect as to the direction, timing or extent of expected market moves.

*Event-Driven Strategies Risk* —Event-driven strategies involve making evaluations and predictions about both the likelihood that a particular event in the life of a company will occur and the impact such an event will have on the value of the company’s securities. The transaction in which such a company is involved may either be unsuccessful, take considerable time or may result in a distribution of cash or a new security, the value of which may be less than the purchase price of the company’s security. If an anticipated transaction does not occur, the Fund may be required to sell its securities at a loss.

*Arbitrage Strategies Risk* —Arbitrage strategies involve engaging in transactions that attempt to exploit price differences of identical, related or similar securities on different markets or in different forms. The Fund may realize losses or reduced rate of return if underlying relationships among securities in which it takes investment positions change in an adverse manner or a transaction is unexpectedly terminated or delayed. Trading to seek short-term capital appreciation can be expected to cause the Fund’s portfolio turnover rate to be substantially higher than that of the average equity-oriented investment company.

*Non-Diversified Risk* —Some fund investments may be non-diversified, which means that it may invest in the securities of relatively few issuers. As a result, some fund investments may be more susceptible to a single adverse economic or political occurrence affecting one or more of these issuers, and may experience increased volatility due to its investments in those securities.

*Portfolio Turnover Risk* —Due to their investment strategies, an investment and the underlying funds may buy and sell securities frequently. This may result in higher transaction costs and additional capital gains tax liabilities.

## **Item 9 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of FINANCIAL INSIGHT CENTER or the integrity of FINANCIAL INSIGHT CENTER’s management. FINANCIAL INSIGHT CENTER has not been the subject of any administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority.

## **Item 10 – Other Financial Industry Activities and Affiliations**

Paul Salisbury and Mark Matley are affiliated with and have an ownership interest in more than one registered investment advisor.

### Financial Insight Center Holdings LLC,

Paul Salisbury and Mark Matley are each a 50% owner of Financial Insight Center Holdings, LLC. Financial Insight Center Holdings, LLC owns a 60% interest in FIC-Salt Lake, LLC (doing business as The Financial Insight Center). FINANCIAL INSIGHT CENTER is an SEC-Registered investment advisory firm. Net profits from FINANCIAL INSIGHT CENTER may be paid to Financial Insight Center Holdings, LLC.

### The Insight Group, Inc.

The Insight Group, Inc. is an affiliated registered investment advisor. This company provides financial planning services and investment advisory services for clients with \$1,000,000 or more in investable assets. The Insight Group, Inc. is owned 50% by Paul Salisbury and 50% by Mark Matley. The Insight Group, Inc. manages assets on both a discretionary and non-discretionary basis.

The Insight Group Inc. and Financial Insight Center serve different market segments and provide different levels of services. As a result, the companies may have different fee schedules. This could be a potential conflict of interest. Clients will be directed to the appropriate company based on their service level needs.

### The Insight Group Insurance Agency, LLC

FINANCIAL INSIGHT CENTER provides insurance products through The Insight Group Insurance Agency, LLC, an insurance product resource provider. The Insight Group Insurance Agency, LLC is owned by Paul Salisbury and Mark Matley.

FINANCIAL INSIGHT CENTER representatives may be licensed insurance agents for numerous insurance companies. Therefore FINANCIAL INSIGHT CENTER's related persons may have an indirect interest in products sold to clients because of commissions received by the agent or representative. No client is obligated in any way to purchase recommended or desired insurance products through the related insurance agency. Clients who choose to obtain such products through The Insight Group Insurance Agency, LLC. should understand that persons recommending such products may benefit from clients' purchases of those products, thereby creating a potential for a conflict of interest.

FINANCIAL INSIGHT CENTER's related persons may receive commissions on products of insurance companies represented. The fact that commissions may be paid will be disclosed to the client before a purchase.

### Licensed Solicitors

FINANCIAL INSIGHT CENTER may compensate licensed solicitors or other Investment Advisors for their involvement in securing and working with clients. All solicitors' agreements are in compliance with the Investment Advisors Act of 1940. In addition, all applicable federal and state laws will also be observed. All clients procured by solicitors will be given full written disclosures describing the terms between the advisor and the solicitor including disclosure of the potential for a conflict of interest prior to or at the time of entering into the advisory agreement.

## **Item 11 – Code of Ethics**

FINANCIAL INSIGHT CENTER has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised

persons at FINANCIAL INSIGHT CENTER must acknowledge the terms of the Code of Ethics annually, or as amended.

FINANCIAL INSIGHT CENTER anticipates that, in appropriate circumstances, consistent with clients' investment objectives, it will cause accounts over which FINANCIAL INSIGHT CENTER has management authority to effect, and will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which FINANCIAL INSIGHT CENTER, its affiliates and/or clients, directly or indirectly, have a position of interest. FINANCIAL INSIGHT CENTER's employees and persons associated with FINANCIAL INSIGHT CENTER are required to follow FINANCIAL INSIGHT CENTER's Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors and employees of FINANCIAL INSIGHT CENTER and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for FINANCIAL INSIGHT CENTER's clients.

The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of FINANCIAL INSIGHT CENTER will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. The Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code of Ethics, and to reasonably prevent conflicts of interest between FINANCIAL INSIGHT CENTER and its clients.

It is FINANCIAL INSIGHT CENTER's policy that the firm will not affect any principal or agency cross securities transactions for client accounts. FINANCIAL INSIGHT CENTER will also not cross trade between client accounts. Principal transactions are generally defined as transactions where an adviser, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment adviser in relation to a transaction in which the investment adviser, or any person controlled by or under common control with the investment adviser, acts as broker for both the advisory client and for another person on the other side of the transaction.

FINANCIAL INSIGHT CENTER's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting Scott Sayre at (801) 449-3239.

## **Item 12 – Brokerage Practices**

### The Custodians and Brokers We Use

The Insight Group, Inc. does not maintain custody of your assets on which we advise, although we may be deemed to have custody of your assets if you give us authority to withdraw assets from your account (see Item 15—Custody, below). Your assets must be maintained in an account at a "qualified custodian", generally a broker-dealer or bank. We recommend that our clients use Charles Schwab & Co, Inc. or SEI Private Trust Company, or other registered broker-dealers, members SIPC, as qualified custodians.

We are independently owned and operated and are not affiliated with any custodian or broker-dealer. The custodians will hold your assets in a brokerage account and buy and sell securities when we instruct them to. While we recommend that you use the custodians we suggest, you will decide whether to do so and will open your account with the custodian by entering into an account agreement directly with them. Conflicts of interest associated with this arrangement are described below as well as in Item 14-client referrals and other compensation. You should consider these conflicts of interest when selecting your custodian.

We do not open the account for you, although we may assist you in doing so. Even though your account is maintained at the custodians and we anticipate that most trades will be executed through the custodian, we can still use other brokers to execute trades for your account as described below (see “Your brokerage and custody costs”).

#### How We Select Brokers/Custodians

We select custodians to hold your assets and execute transactions. When considering whether the terms that a custodian provides are, overall, most advantageous to you when compared with other available providers and their services, we take into account a wide range of factors, including:

- Combination of transaction execution services and asset custody
- Capability to execute, clear, and settle trades (buy and sell securities for your account)
- Capability to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.)
- Breadth of available investment products (stocks, bonds, mutual funds, exchange-traded funds (ETFs), etc.)
- Availability of investment research and tools that assist us in making investment decisions
- Quality of services
- Competitiveness of the price of those services (commission rates, other fees, etc.) and willingness to negotiate the prices
- Reputation, financial strength, security and stability
- Prior service to us and our clients
- Services delivered or paid for by the custodian
- Availability of other products and services that benefit us, as discussed below (see “Products and services available to us from our custodians”)

#### Your Brokerage and Custody Costs

For our clients’ accounts through the custodians that we recommend, an asset based custodial fee may apply. Certain trades (for example, mutual funds and ETFs) do not incur separate commissions and transaction fees. The custodians may also be compensated by earning interest on uninvested cash in your account. For some accounts, the custodian charges you a percentage of the dollar amount of assets in the account in lieu of commissions. The custodians’ fees applicable to our client accounts were negotiated based on the total level of assets maintained through each custodian. This arrangement benefits you because the overall costs you pay are lower than they would be otherwise. In addition to asset-based fees, Schwab charges you flat dollar amount as a “prime broker” or “trade away” fee for each trade that we have executed by a different broker-dealer but where the securities bought or the funds from the securities sold are deposited (settled) into your Schwab account. These fees are in addition to the commissions or other compensation you pay the executing broker-dealer. Because of this, in order to minimize your trading costs, we have Schwab execute most trades for your account.

We are not required to select the broker or dealer that charges the lowest transaction cost, even if that broker provides execution quality comparable to other brokers or dealers. Although we are not required to execute all trades through the recommended custodians, we have determined that having these custodians execute most trades is consistent with our duty to seek “best execution” of your trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above (see “How we select brokers/custodians”). By using another broker or dealer you may pay lower transaction costs.

#### Products and Services Available to Us From Our Custodians

Our custodians have business divisions to serve independent investment advisory firms like us. They provide our clients and us with access to their institutional brokerage services (trading, custody, reporting and related services), many of which are not typically available to retail customers. However, certain retail investors may

be able to get institutional brokerage services from the custodians without going through us. The custodians also make available various support services. Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business. This may include the sharing of some joint marketing costs. The custodians support services are generally available on an unsolicited basis (we don't have to request them) and at no charge to us. Following is a more detailed description of support services provided by the custodians:

Services that benefit you. Institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through the custodians include some to which we might not otherwise have access or that would require a significantly higher minimum. These services are not contingent upon us committing any specific amount of business to our custodians in trading commissions or assets in custody. The fact that we receive these benefits from the custodians is an incentive for us to recommend the use of the custodians rather than making such a decision based exclusively on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a conflict of interest. We believe, however, that taken in the aggregate our selection of custodians and brokers is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of services (see "How we select brokers/custodians") and not the services that benefit only us.

FINANCIAL INSIGHT CENTER periodically reviews best execution by the broker dealers employed by the custodians. FINANCIAL INSIGHT CENTER does not receive commissions for transactions through broker/dealers.

### **Item 13 – Review of Accounts**

FINANCIAL INSIGHT CENTER reviews advisory accounts for suitability purposes upon the opening of the account. These accounts are then monitored periodically and reviewed on an annual basis. Reviews are conducted by any of the following individuals: Paul Salisbury (financial consultant), Mark Matley (financial consultant), Charles Cutler (financial consultant), David Tate (financial consultant), Richard Janke (financial consultant), Brady Jardine (financial consultant), Tyler Petersen (financial consultant), Dallin Cutler (financial consultant) Brian Wilde (financial consultant), Ryan Krantz (financial consultant) Robert Davis (financial consultant) or Tim Gottfredson (director of planning). On an annual basis, the investment portfolio is reviewed along with client information as maintained in our database. We ask that clients inform us as soon as possible if there are changes in their circumstances that may affect their investment objectives. Such changes may necessitate an immediate review.

Financial planning services are completed at the time that a financial plan is delivered. Reviews and modifications of financial plans occur periodically and may affect the client's investment strategy and recommendations.

Written investment portfolio reports are provided by their respective custodians to the clients no less frequently than quarterly. Custodians may provide more frequent reports. Please see Item 15—Custody for additional information on reports provided to clients by custodians.

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

FINANCIAL INSIGHT CENTER may compensate licensed solicitors or other Investment Advisors for their involvement in securing and working with clients. All solicitors' agreements are in compliance with the Investment Advisors Act of 1940 Section 275.206(4)-3. In addition, all applicable federal and state laws will also be observed. All clients procured by solicitors will be given full written disclosures describing the terms and fee arrangements between the advisor and the solicitor prior to or at the time of entering into the advisory agreement.

We receive an economic benefit from Schwab, SEI and other custodians in the form of the support products and services they make available to us and other independent investment advisors whose clients maintain their accounts at Schwab, SEI and other custodians. In addition, the custodians have also agreed to pay for certain products and services for which we would otherwise have to pay once the value of our clients' assets in accounts at the custodians reaches a certain size. You do not pay more for assets maintained at the custodians as a result of these arrangements. However, we benefit from the arrangement because the cost of these services would otherwise be borne directly by us. You should consider these conflicts of interest when selecting a custodian. The products and services provided by SEI, Schwab and other custodians, how they benefit us, and the related conflicts of interest are described above (see Item 12-Brokerage Practices).

## **Item 15 – Custody**

Under government regulations, we are deemed to have custody of your assets if, for example, you authorize us to instruct a custodian to deduct our advisory fees directly from your account, or if you grant us authority to move your money to another person's account. The custodian maintains actual custody of your assets. You will receive account statements directly from the custodian at least quarterly. They will be sent to the email or postal mailing address you provide to the custodian. You should carefully review those statement promptly when you receive them.

## **Item 16 – Investment Discretion**

FINANCIAL INSIGHT CENTER usually receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account.

These discretionary accounts are held at the custodians which may be suggested by FINANCIAL INSIGHT CENTER and where FINANCIAL INSIGHT CENTER's right of withdrawal is limited to payment of advisory fees where prior client consent has been obtained.

When selecting securities and determining amounts, FINANCIAL INSIGHT CENTER observes the objectives, limitations and restrictions of the clients for which it advises.

Investment guidelines and restrictions must be provided to FINANCIAL INSIGHT CENTER in writing.

## **Item 17 – Voting *Client* Securities**

As a matter of firm policy and practice, FINANCIAL INSIGHT CENTER does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting



proxies for any and all securities maintained in client portfolios. FINANCIAL INSIGHT CENTER may provide advice to clients regarding the clients' voting of proxies.

#### **Item 18 – Financial Information**

Registered investment advisers are required to provide you with certain financial information or disclosures about FINANCIAL INSIGHT CENTER's financial condition if we charge fees in advance. We do not charge fees in advance. FINANCIAL INSIGHT CENTER has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.



# Consumer Privacy Notice

Revised 9/2013

<b>FACTS:</b>	WHAT DOES FINANCIAL INSIGHT CENTER (FIC) DO WITH YOUR PERSONAL INFORMATION?
<b>Why?</b>	Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.
<b>What?</b>	<p>The types of personal information we collect and share depend on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none"> <li>▪ Social Security Number and Account Balances</li> <li>▪ Transaction History and Wire Transfer Instructions</li> <li>▪ Account Transactions and Assets</li> </ul> <p>When you are <i>no longer</i> our customer, we continue to share your information as described in this notice.</p>
<b>How?</b>	All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons FIC chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does FIC share?	Can you limit this sharing?
<b>For our everyday business purposes —</b> such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	Yes	No
<b>For our marketing purposes—</b> to offer our products and services to you	Yes	No
<b>For joint marketing with other financial companies</b>	No	We don't share
<b>For our affiliates' everyday business purposes—</b> information about your transactions and experiences	Yes	No
<b>For our affiliates' everyday business purposes—</b> information about your creditworthiness	No	We don't share
<b>For nonaffiliates to market to you</b>	No	We don't share

<b>Questions?</b>	Call 801-449-3239
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<b>Who we are</b>	
<b>Who is providing</b>	This notice is being provided on behalf of FIC and the subsidiaries listed in the

<b>this notice?</b>	'Other important information' section.
<b>What we do</b>	
<b>How does FIC protect my personal information?</b>	<p>To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.</p> <p>Our employees may access personal information only when there is an appropriate reason to do so, such as to administer or offer our products and services.</p>
<b>How does FIC collect my personal information?</b>	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> <li>▪ open an account or make deposits or withdrawals</li> <li>▪ make a wire transfer or provide account information</li> <li>▪ give us your contact information</li> </ul> <p>We also collect your personal information from others, such as, affiliates, or other companies.</p>
<b>Why can't I limit all sharing?</b>	<p>Federal law gives you the right to limit only</p> <ul style="list-style-type: none"> <li>▪ sharing for affiliates' everyday business purposes—information about your creditworthiness</li> <li>▪ affiliates' from using your information to market to you</li> <li>▪ sharing for nonaffiliates to market to you</li> </ul> <p>State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law.</p>
<b>Definitions</b>	
<b>Affiliates</b>	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>▪ <i>Our affiliates include companies with a FIC name; financial companies, investment advisor and federal savings association; and nonfinancial companies such as a general purpose corporation.</i></li> </ul>
<b>Nonaffiliates</b>	<p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>▪ <i>FIC does not share with nonaffiliates so they can market to you.</i></li> </ul>
<b>Joint marketing</b>	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> <li>▪ <i>FIC does not jointly market.</i></li> </ul>
<b>Other important information</b>	
<p>The information practices we have described above comply with federal law. Vermont and California laws place additional limits on sharing information about their residents. If you are a Vermont or California resident, we will automatically limit the disclosure of your information to affiliated and nonaffiliated third parties as permitted or required by applicable law or regulation.</p> <p>This notice is being provided on behalf of Financial Insight Center, LLC (FIC), and the following affiliates: The Insight Group, Inc. and The Insight Group Insurance Agency, LLC.</p>	

**Investment Advisor Representatives**

**Paul W. Salisbury**  
**Financial Insight Center**  
3115 E. Lion Lane, Suite 250  
Salt Lake City, UT 84121  
(801) 449-3239  
Last Updated: 02/28/2014

**This Brochure Supplement provides information about Paul W. Salisbury that supplements Financial Insight Center's Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Paul W. Salisbury is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2- Educational Background and Business Experience**

Paul W. Salisbury, Born 1961  
B.A., Finance, cum laude, University of Utah  
Chartered Financial Consultant (ChFC)  
Chartered Life Underwriter (CLU)  
CERTIFIED FINANCIAL PLANNER <sup>TM</sup> practitioner  
Managing principal and stockholder of The Insight Group, Inc. since 1993  
Investment Advisor Representative, The Insight Group, Inc. since 1993  
Investment Advisor Representative, Financial Insight Center since 2010  
Entered the financial services industry in 1986

**ChFC - Chartered Financial Consultant**

Issued by: The American College  
Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation  
Educational Requirements: 6 core and 2 elective courses  
Examination Type: Final proctored exam for each course  
Continuing Education/Experience Requirements: 30 CE credits every 2 years

**CLU - Chartered Life Underwriter**

Issued by: The American College  
Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation  
Educational Requirements: 5 core and 3 elective courses  
Examination Type: Final proctored exam for each course  
Continuing Education/Experience Requirements: 30 CE credits every 2 years

## CFP® - Certified Financial Planner

Issued by: Certified Financial Planner Board of Standards, Inc.

It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3- Disciplinary Information**

Registered investment 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**

50% Owner of The Insight Group Insurance Agency, LLC. Paul is the 50% owner of Financial Insight Center Holdings, LLC, which owns the trademarked name "Financial Insight Center". Financial Insight Center Holdings, LLC owns 60% of FIC-Salt Lake, LLC. This firm is registered as an investment advisor. 50% Owner and investment advisor representative of The Insight Group, Inc., an affiliated registered investment advisor. Owner of a 1/3 interest in Mill Pointe 250, LLC. Mill Pointe 250 owns the office space that Financial Insight Center is leasing.

Insurance services through The Insight Group Insurance Agency, LLC. Since 1994.

### **Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

### **Item 6 – Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place to verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual's activity.

Mark R. Matley  
Financial Insight Center  
3115 E. Lion Lane, Suite 250  
Salt Lake City, UT 84121  
(801) 449-3239  
Last Updated: 02/23/2016

**This Brochure Supplement provides information about Mark R. Matley that supplements Financial Insight Center's Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive the Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Mark R. Matley is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2- Educational Background and Business Experience**

Mark R. Matley, Born 1964  
B.A., Economics, magna cum laude, Brigham Young University  
Chartered Financial Consultant (ChFC)  
Chartered Life Underwriter (CLU)  
Managing principal and stockholder of The Insight Group, Inc. since 1993  
Investment Advisor Representative, The Insight Group, Inc. since 1993  
Investment Advisor Representative, Financial Insight Center since 2010  
Entered the financial services industry in 1989

**ChFC - Chartered Financial Consultant**

Issued by: The American College  
Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation  
Educational Requirements: 6 core and 2 elective courses  
Examination Type: Final proctored exam for each course  
Continuing Education/Experience Requirements: 30 CE credits every 2 years

**CLU - Chartered Life Underwriter**

Issued by: The American College  
Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation  
Educational Requirements: 5 core and 3 elective courses  
Examination Type: Final proctored exam for each course  
Continuing Education/Experience Requirements: 30 CE credits every 2 years

**Item 3- Disciplinary Information**

Registered investment 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**

Member and partner with The Insight Group Insurance Agency, LLC. Mark is the 50% owner of Financial Insight Center Holdings, LLC, which owns the trademarked name "Financial Insight Center". Financial Insight Center Holdings, LLC owns 60% of FIC-Salt Lake, LLC. This firm is registered as an investment advisor. 50% Owner and investment advisor representative of The Insight Group, Inc., an affiliated registered investment advisor. Owner of a 1/3 interest in Mill Pointe 250, LLC. Mill Pointe 250 owns the office space that Financial Insight Center is leasing.

Insurance services through The Insight Group Insurance Agency, LLC. since 1994.

#### **Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

#### **Item 6 - Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual's activity.

**Charles L. Cutler**  
**Financial Insight Center**  
3115 E. Lion Lane, Suite 250  
Salt Lake City, UT 84121  
(801) 449-3239  
Last Updated: 02/23/2016

**This Brochure Supplement provides information about Charles L. Cutler that supplements Financial Insight Center's Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive the Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Charles L. Cutler is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2- Educational Background and Business Experience**

Charles L. Cutler, Born 1964  
B.S., Business Management, emphasis in Finance, Brigham Young University  
Chartered Financial Consultant (ChFC)  
Chartered Life Underwriter (CLU)  
Investment Advisor Representative, The Insight Group, Inc. since 1999  
Investment Advisor Representative, Financial Insight Center since 2010  
Entered the financial services industry in 1989

**ChFC - Chartered Financial Consultant**

Issued by: The American College  
Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation  
Educational Requirements: 6 core and 2 elective courses  
Examination Type: Final proctored exam for each course  
Continuing Education/Experience Requirements: 30 CE credits every 2 years

**CLU - Chartered Life Underwriter**

Issued by: The American College  
Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation  
Educational Requirements: 5 core and 3 elective courses  
Examination Type: Final proctored exam for each course  
Continuing Education/Experience Requirements: 30 CE credits every 2 years

**Item 3- Disciplinary Information**

Registered investment 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**

Insurance offered through The Insight Group Insurance Agency, LLC. Since 2010. Chuck is a 30% owner of Financial Insight Center. Investment Advisor Representative, The Insight Group, Inc. since 2010. Owner of a 1/3 interest in Mill Pointe 250, LLC. Mill Pointe 250 owns the office space that Financial Insight Center is leasing. Owner Chuck Cutler Financial Services, Inc. (not a registered investment advisor). Since 2013.

#### **Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

#### **Item 6 - Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual's activity.

David W. Tate  
Financial Insight Center  
3115 E. Lion Lane, Suite 250  
Salt Lake City, UT 84121  
(801) 449-3239  
Last Updated: 02/28/2014

**This Brochure Supplement provides information about David W. Tate that supplements Financial Insight Center's Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive the Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about David W. Tate is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2- Educational Background and Business Experience**

David W. Tate, Born 1969

B.S., Accounting, Brigham Young University  
Chartered Financial Consultant (ChFC)  
Chartered Life Underwriter (CLU)  
Investment Advisor Representative, Financial Insight Center since 2011  
Entered the financial services industry in 1996

**ChFC - Chartered Financial Consultant**

Issued by: The American College  
Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation  
Educational Requirements: 6 core and 2 elective courses  
Examination Type: Final proctored exam for each course  
Continuing Education/Experience Requirements: 30 CE credits every 2 years

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Issued by: The American College  
Prerequisites/Experience Required: 3 years of full-time business experience within the five years preceding the awarding of the designation  
Educational Requirements: 5 core and 3 elective courses  
Examination Type: Final proctored exam for each course  
Continuing Education/Experience Requirements: 30 CE credits every 2 years

**Item 3- Disciplinary Information**

Registered investment 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**

Insurance offered through The Insight Group Insurance Agency, LLC. Since 2011.  
Owner, Tate Financial, LLC (not a registered investment advisor). Since 2010

**Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

**Item 6 - Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual's activity.

**Richard S. Janke**  
**Financial Insight Center**  
3115 E. Lion Lane, Suite 250  
Salt Lake City, UT 84121  
(801) 449-3239  
Last Updated: 03/08/2012

**This Brochure Supplement provides information about Richard S. Janke that supplements Financial Insight Center's Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Richard S. Janke is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2- Educational Background and Business Experience**

Richard S. Janke, Born 1978  
B.S., Economics, University of Utah  
CERTIFIED FINANCIAL PLANNER™ practitioner  
Investment Advisor Representative, Financial Insight Center since 2012  
Entered the financial services industry in 2004

**CFP® - Certified Financial Planner**

Issued by: Certified Financial Planner Board of Standards, Inc.

It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3- Disciplinary Information**

Registered investment 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**

Insurance services through The Insight Group Insurance Agency, LLC. since 2012.

### **Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

### **Item 6 – Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place to verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual's activity.

**Brady Jardine**  
**Financial Insight Center**  
632 North Main, Suite 3B  
Logan, UT 84321  
(435) 787-7102  
Last Updated: 01/19/2018

**This Brochure Supplement provides information about Brady Jardine that supplements Financial Insight Center's Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive the Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Brady Jardine is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2- Educational Background and Business Experience**

Brady Jardine, Born 1987  
BA Economics, Utah State University, 2012  
BA Finance, Utah State University, 2012  
CERTIFIED FINANCIAL PLANNER™ practitioner  
Investment Advisor Representative, Financial Insight Center since 2014  
Allegis Financial Partners, 2012-present

**CFP® - Certified Financial Planner**

Issued by: Certified Financial Planner Board of Standards, Inc.

It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3- Disciplinary Information**

Registered investment 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**

Brady is a 10% owner of FINANCIAL INSIGHT CENTER

Insurance services through The Insight Group Insurance Agency, LLC. Since 2014.

Additional insurance services through Allegis Financial Partners. Since 2014

Owner, Jardine Financial Services, Inc (firm is not a registered investment advisor). Since 2013

Double Top Outfitters. Since 2015.

### **Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

### **Item 6 - Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place to verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual's activity.

**Dallin Cutler**  
**Financial Insight Center**  
3115 E. Lion Lane, Suite 250  
Salt Lake City, UT 84121  
(801) 449-3239  
Last Updated: 01/08/2015

**This Brochure Supplement provides information about Dallin Cutler that supplements Financial Insight Center's Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive the Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Dallin Cutler is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2- Educational Background and Business Experience**

Dallin Cutler, Born 1988

BA Accounting, Brigham Young University, 2014

CERTIFIED FINANCIAL PLANNER <sup>TM</sup> practitioner

Investment Advisor Representative, Financial Insight Center since 2015

Allegis Financial Partners, 2014 to Present

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It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.



Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3- Disciplinary Information**

Registered investment 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**

Insurance services through The Insight Group Insurance Agency, LLC. Since 2014.  
Additional insurance services through Allegis Financial Partners. Since 2014

### **Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

### **Item 6 - Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place to verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual's activity.

Tyler Petersen  
Financial Insight Center  
3115 E. Lion Lane, Suite 250  
Salt Lake City, UT 84121  
(801) 449-3239

Last Updated: 01/08/2015

**This Brochure Supplement provides information about Tyler Petersen that supplements Financial Insight Center's Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive the Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Tyler Petersen is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2- Educational Background and Business Experience**

Tyler Petersen, Born 1986

CERTIFIED FINANCIAL PLANNER <sup>TM</sup> practitioner

BA Business Management, Brigham Young University, 2010

Investment Advisor Representative, Financial Insight Center since 2015

**CFP® - Certified Financial Planner**

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To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3- Disciplinary Information**

Registered investment 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**

Insurance services through The Insight Group Insurance Agency, LLC. Since 2015.  
Additional insurance services through Allegis Financial Partners. Since 2010.

### **Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

### **Item 6 - Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place to verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual's activity.

Brian H. Wilde  
Financial Insight Center  
632 North Main, Suite 3B  
Logan, UT 84321  
(435) 787-7102  
Last Updated: 3/17/2020

**This Brochure Supplement provides information about Brian Wilde that supplements Financial Insight Center Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive the Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Brian Wilde is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2 – Educational Background and Business Experience**

Brian Wilde, Born 1986

CERTIFIED FINANCIAL PLANNER <sup>TM</sup> practitioner

BA Business Management, Utah Valley University, 2010

Allegis Financial Partners 2010 - 2018

Investment Advisor Representative, Financial Insight Center since 2018

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To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours over a one-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3 – Disciplinary Information**

Registered investment 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**

Insurance services through The Insight Group Insurance Agency, LLC. Since 2018.  
Additional insurance services through Allegis Financial Partners. Since 2010.

### **Item 5 – Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

### **Item 6 – Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives.

Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place to verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual's activity.

Scott N. Sayre  
Financial Insight Center  
3115 E. Lion Lane, Suite 250  
Salt Lake City, UT 84121  
(801) 449-3239

Last Updated: 02/25/2016

**This Brochure Supplement provides information about Scott N. Sayre that supplements Financial Insight Center's Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive the Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Scott N. Sayre is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2- Educational Background and Business Experience**

Scott N. Sayre, Born 1962

B.S., Business Management, emphasis in Finance, Brigham Young University

M.S., Financial Services, College for Financial Planning

CERTIFIED FINANCIAL PLANNER <sup>TM</sup> practitioner

Investment Advisor Representative, The Insight Group, Inc. since 2004

Investment Advisor Representative, Financial Insight Center since 2010

Entered the financial services industry in 1985

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- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3- Disciplinary Information**

Registered investment 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**

Insurance services through The Insight Group Insurance Agency, LLC. since 2004.

Investment Advisor Representative, The Insight Group Inc. since 2004.

Instructor for financial professionals who are preparing to take the national CFP® exam since 2014.

### **Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

### **Item 6 - Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Paul Salisbury is designated by the firm to oversee this individual’s activity.

**Ryan Krantz**  
**Financial Insight Center**  
3115 E. Lion Lane, Suite 250  
Salt Lake City, UT 84121  
(801) 449-3239

Last Updated: 02/18/2020

**This Brochure Supplement provides information about Ryan Krantz that supplements Financial Insight Center's Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive the Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Ryan Krantz is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2- Educational Background and Business Experience**

Ryan Krantz, Born 1989

B.S., Finance, University of Utah, 2014

Investment Advisor Representative, Financial Insight Center since 2018

Investment Advisor Representative, The Insight Group Inc. since 2020

**Item 3- Disciplinary Information**

Registered investment 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**

Insurance services through The Insight Group Insurance Agency, LLC. Since 2017.

Owner of Luno Wear, an internet sales company. Since 2015.

**Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

**Item 6 - Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place to verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual's activity.



**Timothy Gottfredson**  
**Financial Insight Center**  
3115 E. Lion Lane, Suite 250  
Salt Lake City, UT 84121  
(801) 449-3239  
Last Updated: 01/19/2018

**This Brochure Supplement provides information about Timothy Gottfredson that supplements Financial Insight Center's brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Timothy Gottfredson is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2- Educational Background and Business Experience**

Timothy Gottfredson, Born 1982

B.S., Business Management, University of Phoenix, 2011

CERTIFIED FINANCIAL PLANNER <sup>TM</sup> practitioner

Investment Advisor Representative, Financial Insight Center since 2018

Investment Advisor Representative, Peterson Wealth Services, 2014 to 2017

Investment Advisor Representative, CUSO Financial Services, 2013 to 2014

Registered Representative, Fidelity Investment, 2007 to 2013

Entered the financial services industry in 2007

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- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3- Disciplinary Information**

Registered investment 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**

Insurance offered through The Insight Group Insurance Agency, LLC. Since 2018.  
Owner, Flex Transportation LLC (not a registered investment advisor). Since 2016

### **Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

### **Item 6 - Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual’s activity.

**Robert A. Davis**  
**Financial Insight Center**  
3115 E. Lion Lane, Suite 250  
Salt Lake City, UT 84121  
(801) 449-3239

Last Updated: 05/08/2019

**This Brochure Supplement provides information about Robert A. Davis that supplements Financial Insight Center's Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

Additional information about Robert A. Davis is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Item 2- Educational Background and Business Experience**

Robert A. Davis, Born 1989

B.S. in Personal Financial Planning, Utah Valley University, 2016

Investment Advisor Representative, Financial Insight Center since 2019

**Item 3- Disciplinary Information**

Registered investment 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**

Insurance services through The Insight Group Insurance Agency, LLC. Since 2019.

**Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

**Item 6 - Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place to verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual's activity.

**Jane A. Rogers**  
**Financial Insight Center**  
3115 E. Lion Lane, Suite 250  
Salt Lake City, UT 84121  
(801) 449-3239

Last Updated: 02/25/2016

**This Brochure Supplement provides information about Jane A. Rogers that supplements Financial Insight Center's Brochure. You should have received a copy of that Brochure. Please contact Financial Insight Center if you did not receive Financial Insight Center's Brochure or if you have any questions about the contents of this supplement.**

Additional information about Jane A. Rogers is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Item 2- Educational Background and Business Experience**

Jane A. Rogers, Born 1954

B.S. in Business, Utah State University

Business Development, The Insight Group, Inc., Since 2004

Investment Advisor Representative, The Insight Group, Inc. since 2004

Investment Advisor Representative, Financial Insight Center since 2010

**Item 3- Disciplinary Information**

Registered investment 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**

Insurance services through The Insight Group Insurance Agency, LLC. Since 2004.

Investment Advisor Representative, The Insight Group, Inc. 2004. Real Estate License, Utah. Since 2008.

Current real estate license maintained through Realty Path Preferred. Jane is also a contracted representative for Benefit Health Advisor, an employee health benefits firm since 2009. Owner of Take Time, a business development single proprietor firm since 2001.

**Item 5- Additional Compensation**

All compensation for advisory services to clients is directed through the registered investment advisor firm.

**Item 6 - Supervision**

The activity of each investment advisor representative is supervised by the chief compliance officer. Model portfolio allocations are reviewed by the investment committee which includes the chief compliance officer. Initial financial plans are reviewed by two advisor representatives. Recommendations that take place in person as part of an annual client meeting are reviewed by two advisor representatives. Quarterly reviews of holdings of each advisor representative takes place to verify that any trading is consistent with our code of ethics. Training on a group basis occurs as part of regular staff meetings. Scott Sayre is designated by the firm to oversee this individual's activity.