

Form ADV Part 2A Brochure

Virtix Investment Advisors LLC

10346 Stateline Road, Suite 200

Leawood, KS 66206

913-221-0880

May 12, 2020

This Brochure provides information about the qualifications and business practices of Virtix Investment Advisors, LLC, (Virtix). If you have any questions about the contents of this Brochure, please contact us at 913-221-0880. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or any state securities authority.

Virtix is a registered investment adviser. Registration as an investment adviser does not imply any level of skill or training. The oral and written communications of an adviser provide you with information from which you can determine whether to hire or retain an Adviser.

Additional information about Virtix is also available via the SEC's web site www.adviserinfo.sec.gov.

Item 2 – Material Changes

This Brochure, dated May 12, 2020, is the initial brochure for Virtix Investment Advisors, LLC.

Pursuant to SEC Rules, we will deliver to you a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. All such information will be provided to you free of charge.

Currently, our Brochure may be requested by contacting us at 913-221-0880.

Additional information about Virtix is also available via the SEC's web site www.adviserinfo.sec.gov. The SEC's web site also provides information about any persons affiliated with Virtix who are registered as investment adviser representatives of Virtix.

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Item 4 – Advisory Business

Virtix Investment Advisors LLC (CRD # 309043) (Virtix), is registered as an investment adviser with the Securities and Exchange Commission. Virtix is based in and organized as a limited liability company under the laws of the State of Kansas and the United States of America. The firm was founded in 2018, was registered as an investment adviser in 2020, and currently has 3 employees and associated persons.

Virtix's principal office and place of business is located at 10346 Stateline Road, Suite 200, Leawood, KS 66206. Regular business hours are from 8:00am to 5:00pm Monday through Friday. The firm can be contacted by phone at 913-221-0880.

D. Lance Larson and Reid M. Larson are Managing Members, Founding Partners, and Investment Adviser Representatives of the firm. Jeffrey P. Rosenthal serves as Chief Compliance Officer of the firm.

Virtix provides discretionary management, non-discretionary management, and advisory services to its wealth management clients. Investment management services may be provided directly by Virtix or through a subadvisory agreement with Financial Counselors, Inc., a separately owned SEC registered investment advisory firm located in Overland Park, KS, or through other outside managers.

The firm does not sponsor a "wrap fee" program, although outside managers used or recommended by the firm may do so. For information regarding such programs provided by outside managers, please refer to the applicable outside manager's ADV Part 2 Disclosure Brochure which is available upon request.

Additionally, Virtix provides financial planning and consulting services, which may include reviewing financial objectives, asset allocation, cash flow management, tax preparation and planning, accounting services, insurance, investment management, strategies for education funding, retirement planning, and estate planning. Virtix may provide some financial planning and consulting services directly or may delegate some services to outside "family office" or other service providers.

As of the firm's initial filing, the firm was newly formed and had no assets under management.

Item 5 – Fees and Compensation

Investment Management Services

Virtix Managed Accounts

Fees for wealth management services provided directly by Virtix are generally based on account size at an annual fee of up to 1%.

In instances where Virtix delegates investment management authority to outside investment managers, any additional management fees paid by the client rather than Virtix must be approved by the client in advance. Details about outside managers, their services, fee, etc., are addressed in the applicable manager's Form ADV Part 2 Disclosure Brochure which is available upon request.

Fees will generally be deducted in arrears via an automatic withdrawal on a quarterly basis, i.e. one-fourth of the annual fee will be deducted each quarter. For each quarter of service, fees will be calculated for and deducted from each account after the end of each quarter based on the quarter ending balance of each respective account as reported by the custodian.

Although fees are generally deducted from accounts, clients may with the firm's approval elect to instead pay fees by check or wire transfer.

Fees paid to outside managers are generally deducted directly from client accounts by Virtix or the applicable outside manager. Timing of fee deductions related to outside managers vary but are addressed in the applicable account opening documentation in advance.

FCI Sub-Advised Accounts

Fees for wealth management services provided by Virtix pursuant to its subadvisory agreement with Financial Counselors, Inc., are generally based on account size according to the following schedule:

<u>Account Size</u>	<u>Annual Fee</u>
\$0 - \$499,000	1.00% (minimum \$1,000/year)
Accounts over \$500,000	negotiable

Fees are generally deducted quarterly in arrears directly from client accounts, but clients may elect to instead pay fees by check or wire transfer. Annual fees and minimums may be negotiable under certain circumstances.

Financial Planning and Consulting Services

Virtix offers financial planning and consulting services to clients such as financial plans, investment plans, and/or individual consultations. Clients are typically charged a fixed fee ranging from \$1500 - \$5000 or may be charged on an hourly basis generally at \$100 - \$300 per hour, depending on the type and complexity of services to be provided. Fees are generally billed in advance but may in some instances be partially billed in advance with the balance billed in arrears upon completion. In some instances, Virtix may provide financial planning and services on a complimentary basis. The fees and scope of service for which a fee will be charged will be documented and agreed upon before commencement of services.

General Information

Services may be terminated upon 30 days written notice, and fees for partial periods will be prorated. Any payments made in advance will be prorated and any unearned portion will be refunded to client subject to the termination notice provisions of the client agreement.

All fees paid to Virtix are separate and unrelated to any fees or expenses assessed by mutual funds, exchange traded funds, brokers or custodians. Details about outside managers, their services, fee, etc., are addressed in the applicable manager's Form ADV Part 2 Disclosure Brochure which is available upon request.

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

Although its fees are often asset based, Virtix does not charge additional performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client), and consequently does not manage performance based and non-performance based accounts on a side by side basis.

Item 7 – Types of Clients

Virtix provides portfolio management services to individuals, trusts, estates, charitable organizations and business entities. The minimum account size for portfolio management services is generally \$500,000, although the firm may accept accounts not meeting the minimum on a case by case basis.

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

Virtix's primary investment strategy is to build efficient portfolios for clients using the principles of Modern Portfolio Theory.

To implement this strategy, we may manage accounts internally or may delegate investment management responsibility to a separately owned firm with which we have a subadvisory relationship, Financial Counselors, Inc. Both Virtix and FCI use a long term strategic approach to investing, but may use some shorter term tactical techniques from time to time. Information about FCI or any other outside provider can be found in the applicable firm's disclosure brochure which is available upon request.

Investing in securities involves risk of loss that clients should be prepared to bear. These risks include market risk, interest rate risk, currency risk, and political risk, among others.

No investment strategy can assure a profit or avoid a loss.

Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be considered material to the evaluation of the firm or the integrity of our management. Virtix is currently not subject to, nor has ever been subject to, any legal or disciplinary events of a material nature.

Item 10 – Other Financial Industry Activities and Affiliations

Virtix has an arrangement with Financial Counselors, Inc. ("FCI"), a separately owned SEC registered investment adviser, based in Overland Park, KS. FCI functions as a sub-adviser

for some Virtix accounts, and in return, receives a portion of the investment management fee Virtix charges to its client.

Virtix has no financial industry affiliations or arrangements with related persons.

Item 11 – Code of Ethics

Code of Ethics

Virtix has adopted a Code of Ethics expressing the firm's commitment to ethical conduct. Virtix's Code of Ethics describes the firm's fiduciary duties and responsibilities to clients, and details practices for reviewing the personal securities transactions of supervised persons with access to client information. The Code also requires compliance with applicable securities laws, addresses insider trading, and details possible disciplinary measures for violations. Virtix will provide a complete copy of its Code of Ethics to any client upon request to the Chief Compliance Officer.

Trading Conflicts of Interest

Individuals associated with Virtix are permitted to buy or sell securities for their personal accounts identical to or different than those recommended to clients. However, no person employed by Virtix is allowed to favor his or her own interest over that of a client or make personal investment decisions based on the investment decisions of advisory clients.

In order to address potential conflicts of interest, Virtix requires that associated persons with access to advisory recommendations provide annual securities holdings reports and quarterly transaction reports to the firm's Chief Compliance Officer.

Item 12 – Brokerage Practices

The Custodian and Brokers We Use

Virtix does not maintain custody of client assets. Instead, we require all client assets be maintained in an account at a non affiliated “qualified custodian,” generally a broker-dealer or bank. The qualified custodian we use varies depending on the type of service provided.

While we recommend that you use our custodian or broker, you will ultimately decide whether to do so and will open your account by entering into an account agreement directly with them. We do not actually open accounts for you, although we can assist you in doing so.

How We Select Custodians and Brokers

In determining to associate with a custodian or broker for our clients, we consider many different factors including quality of service, types of services offered, overall capability, execution quality, competitiveness of transaction costs, availability of investment research, reputation and stability of the firm, and their financial resources, and stability, among other things. In determining the reasonableness of a broker's compensation, we consider the overall cost to you relative to the benefits you receive, both directly and indirectly, from the broker.

Your Brokerage and Custody Costs

Our clients receive various services directly from our custodians. For our clients' accounts that our custodians maintain, the custodian generally does not charge separately for custody services but instead is compensated by charging commissions or other fees on trades that it executes or trades that are executed by other brokers to and from the custodial accounts. Our relationship to our custodians and the custodian's relationship to the client are entirely independent of trade commission assessed by the custodian in client accounts.

Since our custodians charge you a fee for each trade that we have executed by a different broker-dealer, we have the custodian execute most trades for your account in order to minimize your trading costs.

We have determined that having the custodian execute most trades is consistent with our duty to seek "best execution" of your trades. Best execution means seeking the most favorable terms for a transaction based on all relevant factors, including those listed above.

Products and Services Available to Us from Brokers/Custodians

Our custodians provide us and our clients with access to its institutional brokerage services like trading, custody, reporting, and related services, many of which are not typically available to retail customers. Our custodians also make available various support services, some of which may help us manage or administer our clients' accounts, while others may help us manage and grow our business.

Our custodians' institutional brokerage services which benefit you directly include access to a broad range of investment products, execution of securities transactions, and asset custody. The investment products available through our custodians include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients.

Our custodians also make available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts. They include investment research, both the custodian's own and that of third parties. We may use this research to service all or a substantial number of our clients' accounts, including accounts not maintained at the custodian. In addition to investment research, the custodians also make available software and other technology that provide access to client account data, facilitates trade execution for multiple client accounts, provides pricing and other market data, facilitates payment of our fees from our clients' accounts, and assists with back-office functions, recordkeeping, and client reporting.

Our custodians also offer other services intended to help us manage and further develop our business. These services include educational conferences and events, consulting on technology, compliance, legal, and business needs, publications and conferences on practice management and business succession, and access to employee benefits providers, human capital consultants, and insurance providers.

The availability of these services from our custodians benefit us because we do not have to produce or purchase them. Of course, this may give us an incentive to recommend that you maintain your account with our custodians based on our interests rather than yours, which is a potential conflict of interest. We believe, however, that our selection of our custodians is in the best interests of our clients, and is primarily supported by the scope, quality, and price of our custodians' services and not those services that benefit only us.

Aggregation of Transactions

Virtix may, from time to time, aggregate client orders into blocks in order to facilitate more efficient account management and execution. When aggregating orders, an average price is given to all participants in the block, or other measures are taken, in order to treat all accounts fairly.

Item 13 – Review of Accounts

Reviews of Accounts

Investment management accounts are supervised on an ongoing basis by the principals of Virtix and if applicable by the respective third-party manager or sub-advisor. In addition to ongoing supervision, account relationships are reviewed by principals of Virtix on a quarterly basis. The quarterly review generally includes assessing client goals and objectives, evaluating the employed strategy, monitoring the portfolio, and addressing the need to rebalance. Additionally, Virtix will periodically, and at least annually, review client's investment policy and risk profile, and discuss the re-balancing of each client's accounts to the extent appropriate.

Additional account reviews may be triggered by a specific client request, by a change in client goals or objectives, by an imbalance in a portfolio asset allocation, or by market or economic conditions. Information about reviews conducted by outside managers may be found in the outside manager's Form ADV Part 2 Disclosure Brochure, which is available upon request.

All ongoing clients are advised that it remains their responsibility to advise us of any changes in their investment objectives and or financial situation.

Regular Reports Provided to Clients

Investment management clients are provided with account statements from their custodian on at least a quarterly basis which list account holdings and transactions for the period. Investment management clients may also be provided with written performance reports on a quarterly basis that detail current market value, performance relative to market benchmarks, and overall portfolio allocation.

Information about reports provided by outside managers may be found in the outside manager's Form ADV Part 2 Disclosure Brochure, which is available upon request.

Item 14 – Client Referrals and Other Compensation

Virtix does not compensate any outside parties for client referrals, nor do we receive any compensation or non-cash economic benefit for client referrals.

Virtix does however receive economic benefits from our custodian in the form of the support products and services that are made available to us and to other independent investment advisors. These products and services, how they benefit us, and the related conflicts of interest are described in Item 12 above. Virtix may also from time to time receive nominal expense reimbursements (e.g. food, beverage, etc.) from service providers participating in Virtix sponsored events. The availability to us of these economic benefits is not based on us giving particular investment advice, such as buying or recommending particular securities for our clients. Furthermore, our representatives are required to make all investment decisions and recommendations based solely on the interests of the applicable client.

Item 15 – Custody

As noted in Item 12, Virtix does not hold client funds or securities, but instead requires that they be held by a third party custodian. We may, however have limited control in some instances to trade on your behalf, to deduct our advisory fees from your account with your authorization, or to request disbursements to you or outside parties (although various types of written authorizations are required depending on the type of disbursements).

You will receive account statements directly from your custodian at least quarterly, which will be sent to the email or postal mailing address you provide. We urge you to carefully review these custodial statements when you receive them and compare them to reports you receive from us.

Item 16 – Investment Discretion

Virtix will accept discretionary authority to manage securities accounts on behalf of clients, although Virtix will also accept non discretionary accounts.

When granted authority to manage accounts, Virtix customarily has the authority to determine which securities and the amounts that are bought or sold, or the authority to

delegate to third party managers or sub-advisors. Any discretionary authority accepted by Virtix however is subject to the client's risk profile and investment objectives and may be limited by any other limitations provided by the client in writing.

Virtix will not exercise any discretionary authority until it has been given authority to do so in writing. Such authority is granted in the written agreement between Virtix and the client and in the written agreement with the third party custodian.

Item 17 – Voting Client Securities

Virtix does not vote proxies on behalf of clients. Clients will receive their proxies or other solicitations directly from their custodian or transfer agent and may contact Virtix with questions about a particular solicitation.

Item 18 – Financial Information

Registered investment advisers are required in some cases to provide certain financial information and or disclosures about financial condition. For example, if the firm requires prepayment of fees for six months in advance, has custody of client funds, or has a condition that is reasonably likely to impair its ability to meet its contractual commitments to its clients, it must provide financial information and make disclosures.

Virtix has no financial or operating conditions which trigger such additional reporting requirements.